Limex

House Journal of Lakshmi Mills Group

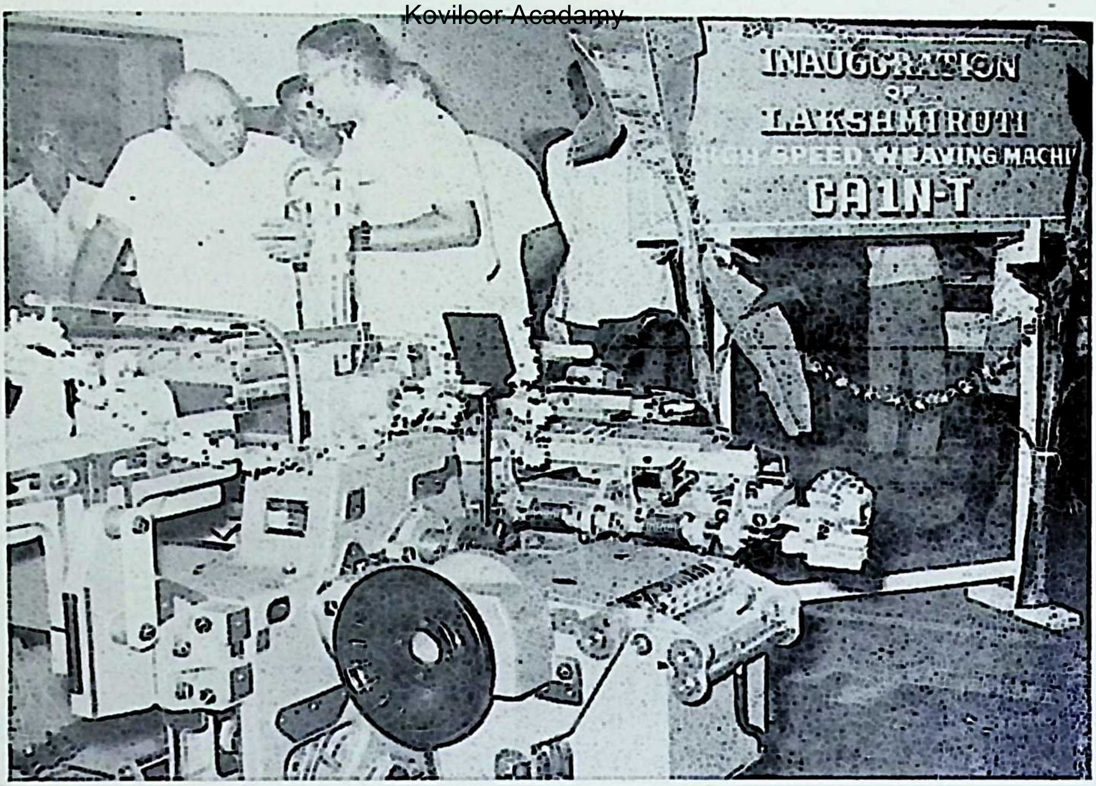
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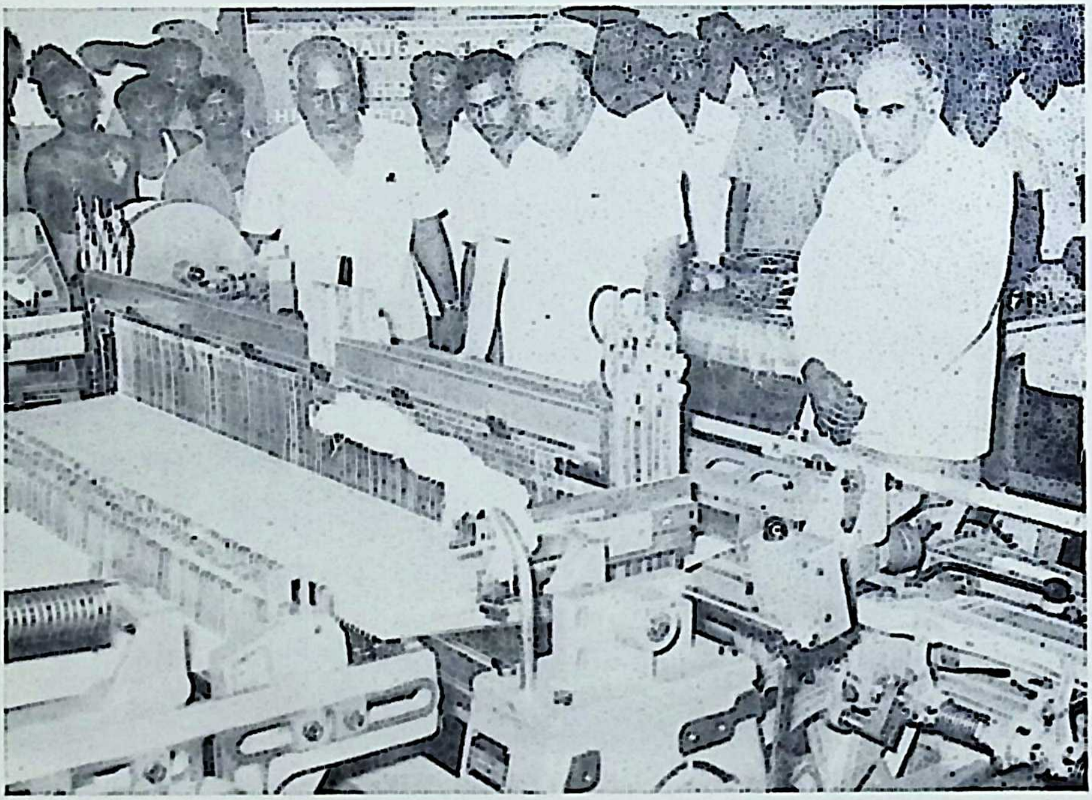








Chairman Cav. G. K. Devarajulu, seen discussing a point with Sri M. V. Rangarajan, Manager, LMC, Coimbatore, before commissioning the new Lakshmi Ruti Automatic Loom



Chairman Sri G. K. Devarajulu and Managing Director Sri G. K. Sundaram watching the new Lakshmi Ruti C Type Automatic Loom commissioned at LMC, Coimbatore

Limex

(Lakshmi Industrial Medical Educational Expansion)

VOL. XII - No. II January, 1978.

HOUSE JOURNAL OF ● The Lakshmi Mills Company Ltd., Coimbatore, Palladam & Kovilpatti ● The Coimbatore Cotton Mills Ltd. ● Lakshmi Machine Works Ltd. ● Lakshmi Card Clothing Manufacturing Company Private Ltd. ● Kovilpatti Lakshmi Roller Flour Mills ● G. Kuppuswamy Naidu Memorial Hospital ● Mani High School ● G. Venkataswamy Naidu College ● G. Kuppuswamy Naidu Memorial Sports Trust ● Lakshmi Mills High School, Kovilpatti ● Lakshmi Textile Exporters Ltd. ● Lakshmi Textile Engineering Works Ltd. ● Lakshmi Automatic Loom Works Ltd. ● Lakshmi Ring Travellers (Cbe) Ltd. ● Lakshmi Group Sports Club

FRONT COVER

(L) Mr. Dharamsey Khatau, who inaugurated LAL. (R) Mr. Kirloskar, President of the inaugural function.

Bottom: A Full view of Lakshmi Automatic Loom Works at Hosur and (inset) Lakshmi-Ruti C 1000 Automatic Loom.

BACK COVER

Mr. D. Jayavarthanavelu, M. D., and Mr. Dharamsey Khatau after inauguration of LALW.

Note The views expressed in this journal do not necessarily reflect the views of the participating companies.

Edited and Published by R. Ravindran for Lakshmi Mills Group, Coimbatore and Printed at Lakshmi Vishnu Printers R. S. Puram, Coimbatore-641 002

Editor : R. RAVINDRAN

CONTENTS

Editorial

We are happy to bring out this issue of Limex as a special number to mark the inauguration of The Lakshmi Automatic Loom Works Ltd. at Hosur on 29—1—1978.

The new industry manufacturing modern automatic looms with the collaboration of world famous Ruti Machinery Works of Switzerland is situated in Hosur, a backward area of our State. It will bring forth numerous job opportunities, prosperity to the region, and enormous returns to the State and Central Exchequers.

The articles "The Future of Textile Industry in India" "The C 1000 Weaving Machine" "The Project" and "Hosur" contain useful and interesting details about the textile industry in general, LALW and Hosur.

The speeches delivered by the distinguished guests and pictures taken on the memorable occasion have been recorded in detail for the benefit of LIMEX readers.



Future of Textile Industry in India

Cav. G. K. Devarajulu
Chairman
Lakshmi-Mills Group

The Indian Textile Industry, with its installed capacity of 18 million spindles and 208,000 looms is the second largest in the world. Out of 18 million spindles, about 16 million spindles are in operation. In the next five year plan the spindleage is expected to be increased to 25 million and the Government has already announced the relaxation of certain controls to make this possible. The government's decision in relation to the delicensing of installed capacity is expected.

India has got about 700 textile mills out of which about 410 are spinning mills and the balance composite.

Ninety seven mills in the Co-operative sector had been licensed with an installed capacity of 2.4 million spindles; but those in actual production now are only about 57 with an installed capacity of one million spindles. These figures are for 1975. Apart from this, there are 3 to 3.5 million handlooms which provide employment for about 10 million people and the share of the handloom sector in the total production of cloth is about 27%. It is also interesting to note that the total contribution of the textile industry in terms of production of yarn and clothing in the region of about Rs. 100 crores per year. This will give an idea of the vital role played by the textile industry in the Indian economy.

One of the main problems of the industry has been the precarious supply position of raw materials. Our country has approximately 20 million acres of land producing cotton and the average production is about 65-70 lakhs bales of cotton each of 170 kg. per annum.

There has been a continuous development in improving the yield per acre as well as import substitution. Inspite of all these, the demand still exceeds supply and at times if there is any national calamity, the entire economy of production and demand is thrown out of gear.

The Government of India has also been fully aware of this problem and has now liberalised the import of viscose staple fibre and synthetics. The synthetic manufacturing sector also has been continuously increasing production; but the heavy excise on synthetic goods has made it difficult to reduce the cost per metre of cloth of polyester cotton. It is common knowledge that whereas the international price for polyester is in the region of approximately 50-60 U. S. Cents per lb., in India the price has been as Rs. 34-09 per lb. though in the recent past this has dropped down to around Rs. 29-54 per lb. as the Govt. had to reduce the excise in view of the imports allowed for polyester. It can no more be claimed that the polyester cotton fabric is only for rich and the affluent classes because the poor and the middle class also use such fabrics due to their longer life and various other advantages, it will be worthwhile for the Government to have a reappraisal on the excise duties levied on polyester.

The development of the textile machinery industry has followed an upward trend since 1955. There has been a steady growth in the production of textile machinery. For our purposes we will now examine the growth of the industry over the past decade as this is more significant than the earlier period. In 1965 the total production was worth 28.3 crores. This has grown steadily even though there had been a downward trend from 1966 to 1969 on account of the wars. In 1975/76 the total production was worth 81 crores. This falls very much short of the demand of the Indian textile Industry. Along with the production of textile machinery, production of textile machinery components and accessories have also grown from 24.5 crores in 1975-76. India now practically produces all the requirements of the textile industry.

In spite of the installed capacity of the machinery industry being much more at 180 crores per annum than the output, it is a matter of regret that the machinery industry has been passing through a severe crisis over the last two years. This has been a phenomenon the world over. The depressed trading conditions all over the world have affected the textile industry very much and our country is also no exception to this.

This catastrophe as far as the Indian textile industry is concerned could have been avoided by a certain amount of prudent planning and more liberalised credit facilities so that modernisation of the industry in this country could have been kept up. Recently the Government of India decided on an outlay of 350 crores on the modernisation of the textile industry and for this purpose a separate Cell has been created in the Industrial Development Bank of India for proper monitering of the funds. The IDBI has at last implemented the soft loan scheme, particularly for the sick mills and has removed certain restraints placed on the utilisation of the soft loan scheme. It is to be sincerely hoped that by at least 1978 there will be a rise in the demand for the textile machinery it is also a matter of gratification now that on account of the recession and the stress on quality, there has been a greater appreciation on the part of the machinery manufacturing industry to produce quality goods as ultimately the 3 most important factors that will make

survival possible for this Industry will be:

(i) Quality
(ii) A rational pricing policy
and (iii) An excellent after sales service

In this context the report of the World Bank on the textile machinery industry in this country is worthy of serious consideration.

Exports

On the export field also this industry has been faring very well. From a meagre amount of Rs. 23 lakhs in 1965, in 1975-76 the exports have touched a peak figure of 23 crores. This has no doubt fallen down in the subsequent year 1976-77 and one of the main reasons could be the general recession all over the world during this period. We should also not lose sight of the fact that the quality of Indian exports has not been maintained steadily and added to this the very liberal trading conditions and credit facilities offered by the affluent nations of the world have also contributed much to the fall in our export earnings. With better incentives and more liberal credits being made available for exports and with higher quality control on exportable goods, the textile machinery industry in India can still improve on its export earnings in the coming years.

The introduction of open end spinning machines with new technology is yet to find its impact on the Indian textile industry. With our foreign exchange position being comfortable, Government must allow imports of selected items of textile machinery with the latest spinning and weaving technology on a selective basis so that the interests of the local industry are not jeopardised. It is also a matter of gratification that recently the manufacture of open end spinning machines in India have also been licensed to a few manufacturers and even though at the moment the prospects of suitable markets for these machines have not been clearly defined, we can expect a fairly good amount of reception by the textile industry, provided the economics can be proved and the area of operations can be properly defined.

Weaving and Finishing

On this score also tremendous strides have been made by the machinery industry in producing sophisticated looms in this country. The factory that is now being currently inaugurated, viz., Lakshmi Automatic Loom Works Ltd., in Hosur in Tamilnadu is designed to make the latest RUTI 'C' Type weaving machines. The tremendous interest shown by the textile industry in this weaving machine is itself a pointer that where great stress is laid on quality of manufacture, there should be no difficulty at all in marketing the products, provided the expectations of the industry are met. Even though the shuttleless looms have been introduced in the world market in a big way, it is sincerely hoped that taking into consideration the capital expenditure as well as the productivity, this weaving machine should prove itself to be ideal for the Indian textile industry. Even though the Govt. has more or less decided not to allow any further installation of looms in the organised sector, it should be noted that in this country which has got an installed capacity of 208,000 looms, there are only 37,800 automatic looms installed and the balance is mosty

made up of non-automatic looms. The installed capacity of 1,800 looms in the Lakshmi Automatic Loom Works will be quite insufficient to meet the entire needs of the local industry as well as exports. There is good scope also for the production of sophisticated weaving machines both with the shuttle and shuttle-less types in this country.

It is my sincere view that there is a bright future for the Indian textile machinery manufacturing industry in this country provided we keep pace with the latest technology and one of the important factors in this direction will be that all the machine manufacturers should get up their own research and development wings because we cannot expect an industry of this magnitude to continuously depend only on the import of foreign technology. No doubt the various research institutes installed in this country can also play a prominent part, but basically the initiative must come from the machinery manufacturing industry to improve the techniques in all aspects of spinning, weaving and finishing. In our country we certainly have the required Engineers and Technocrats; but what is most important is the facilities that have to be given to them to do continuous research and development, which is one of the main strong holds of the International machinery manufacturers. A properly defined labour policy by the Government is also vitally necessary for the continuous growth of this industry. With the present Government's awareness to all these vital factors, including better and cheaper credit facilitles, I am confident that there is a bright future for the textile industry in the country.

Press Secretary to the President
RASHTRAPATI BHAVAN
New Delhi-110 004
India

The President of India desires me to convey his good wishes to the Lakshmi Automatic Loom Works Ltd. on the occasion of the Inauguration of its factory at Hosur.

A. M. Abdul Hamid



The C-1000 Weaving Machine

Sri D. Jayavarthanavelu
Mg. Director, LALW

With the emphasis on the Textile Industry increasing day by day, manufacturers of textile machinery are engaged in bringing about innovations in design with a view to increase output and reduce costs.

The C-1000 weaving machine will symbolise one such innovation from the largest manufacturers of textile machinery in India — the House of Lakshmi.

These machines were first introduced into the world market by M/s. Ruti Machine Works of Switzerland in 1967 and since then over 40,000 of these weaving machines are working all over the world. These machines have made a reputation for themselves for their high productivity and high quality output and economy of operation.

Type C-1000 is the result of years of research by the House of Rutis who have been specialising in the manufacture of looms and weaving machines for the last 135 years. These machines have been tailored in such a way as to make maintenance as simple as possible thereby reducing down time and increasing efficiency.

The basic design of the machine is based on the modular or unit principle with double walled box type construction of side frame, eliminating the conventional crank shaft and picking shafts. All the main functional components run on antifriction bearings. These, not only facilitate very smooth running at high speeds, but also reduce frequency of lubrication. This also helps in a significant decrease in power consumption especially for wider widths, a 350 cms. machine drawing only 2 H. P.

The picking mechanism is of a novel design, eliminating the conventional picking tappet. A smooth and gradual pick is achieved and combined with a very efficient checking device for the smooth boxing of the shuttle.

The shuttle design is also of a new concept viz. of trapezoldel cross section both front and back wall being 85°. This provides for a very smooth shuttle flight. The split type shuttle takes in

ringless bobbin. This helps in the bobbin being always straight in the shuttle. Thus the weft breaks due to non-alignment of pirn in shuttle is avoided.

The electronic cum mechanical stopping devices combined with the brake and clutch drum, allow for prompt and accurate stopping of the machine at predetermined positions, at any given time. Special provision for single pick insertion makes the turner's and loom attendant's job simpler. The sensitive let off motion and a very positively gripped take-up, by means of a large felt covered draw role gives a very good cover and the well known "Ruti handle" or feel to the woven fabric.

The large wrap beam dia. of 800 mm. reduces the number of beam outs and cuts down on loom down time. The large cloth roll dia. of 570 mm. also assures long lengths ot fabrics, for exports. A newly designed selvedge motion offers very firm and perfect selvedges either 1/1 or 2/2 as per requirements. This is also becoming imperative for export qualities.

The provision for reverse motion significantly reduces weaver's fatigue and operation time. The instantaneous stopping for centre weft fork, assures fault free fabric by eliminating broken picks. The positive shedding motion incorporating 2 different sets of cams, running independently at two different speeds offers numerous interesting weave possibilities.

An efficient suction device sucks away the threads after a pirn change. Thus there is no "lashing in" or damage to cloth due to faulty transfer.

The various loom settings are done by the dial readings giving precise loom positions rather than the conventional loom crank centres. Once the basic settings are done and the loom is tuned at beam fall, a trouble free operation till the next beam fall results, with minimum attendence to loom tuning in between.

The 'C' weaving machine has a wide range of applications from very light fabrics to heavy qualities of 600/- gms./ sq./ metre (19oz/sq/d). Similarly, cotton, wool, blends, continuous filament etc., can be woven on the same weaving machine, besides texturised synthetic yarn, elastic yarn, glass fibre yarn etc.

'C' weaving machines run at about 30% higher speeds than the conventional automatic looms. Thus a loom to loom replacement, straight away gives substantially increased production. At the same time, a very high quality output is assured by the superior loom design. Thus the value loss due to seconds quality fabrics is considerably lower.

The 'C' machine has adapted itself admirably to Indian conditions as has been proved by the encouraging performance of prototype machine over the past year and a half.

On 120 cm. machine a 67% / 33% polyster cotton shirting, 50s warp x 50s weft, 88s read and 92 picks running at 260 picks per minute have produced 31 to 22.8 metres in 8 hours. Similarly, 67% / 33% Terry Viscose suiting. 2/40s x 2/40s, 68s reed x 62 picks

running at 220 picks per minute has given 40 to 40.5 metres production in 8 hours. The same yarn and beams from the same preparation were fed to the C machine as to the conventional autolooms.

So it is obvious that these machines do have very bright promises. They have their demands as well. The machines do require reasonably good yarn, but what is important is a good preparation. Due care during preparation is equally vital for the C weaving machine as it is for conventional autolooms.

In conclusion it can be said that the weaving technology in the country is no longer lagging behind but is keeping pace with the developing trends in the world elsewhere. The House of Lakshmi's thought it best to venture in this field in collaboration with M/s. Ruti and once again offer its services to the textile industry, which it has been serving for over a decade.

VICE-PRESIDENT
India, New Delhi.
December 23, 1977.

I am glad to learn that the Lakshmi Automatic Loom Works Ltd., Hosur, will be inaugurated on the 29th January. It is gratifying to note that the works will produce 1800 weaving machines per annum. I congratulate the organisation in locating the works in a backward area in Tamil Nadu. I send my best wishes for the success of inauguration function. I wish the factory all prosperity.

(Sd.) B. D. Jatti



The Project

Sri S. Pathy
Jt. Mg. Director, LALW

Give a man a dream and enough determination to fulfil that dream and soon strange and wonderful things can happen.

Sri G. K. Devarajalu is one such man. The Lakshmi Machine Works was his dream. A dream that is synonymous with the advance of the Indian Textile Industry.

The need for sophisticated and high quality weaving machines prompted him to launch this prestigeous project for the manufacture of automatic weaving machines in collaboration with the world's leading manufacturers Ruti Machinery Works Limited of Switzerland. The Lakshmi Group has the unique distinction of being one among the few in the world who manufacture both spinning and weaving machinery.

The inauguration of this Company coincides with that of Lakshmi Machine Works Limited, Coimbatore, which was inaugurated on the 29th January, 1966 exactly 12 years ago.

Our Collaborators, Ruti Machinery Works Limited, Switzerland, are one of the oldest manufacturers of Weaving Machinery. Established in 1842, they now manufacture a wide range of both shuttle and shuttleless looms. Their weaving machines are widely used and are well known all over the world for their technical excellance and superior performance. Since 1967. Ruti have so far supplied and installed all over the world more than 40,000 "C" type high speed weaving machines. Ruti Machinery Works Limited agreed to collaborate with Lakshmi Automatic Loom Works Limited for manufacturing of such weaving machines in India and an Agreement was entered into with them on 9th April, 1974.

The 'C' type weaving machine is a high productive loom which can weave almost any fabric. The machine which is a modular construction with rigid box type frame and various in-built special features, surpasses any of the existing shuttle looms in its speed of operation, reliability and in the production of the highest quality fabric, in its versatility of application to the changes brought about by fashion, new fibres, etc.

The Manufacture of 'C' type looms calls for very stringent quality requirements. The speed with which this project has been executed was mainly due to the technical and managerial expertise of key personnel who have had extensive experience with our sister concern Lakshmi Machine Works Ltd., whose products are well known for their quality and reliability and whose products have been exported to many countries in the world. It may be mentioned that Lakshmi Machine Works Limited was established over 12 years ago in collaboration with the world renowned Rieter Machine Works Limited, Switzerland, for the manufacture of the complete range of spinning machinery from blowroom to ringframes.

The factory is situated in the Industrial Complex of SIPCOT in Hosur on the Bangalore - Madras Highway. The site falls under a declared notified backward area and the Company will enjoy various fiscal and other concessions available for industries located in backward areas.

The total outlay of the project is around Rs. 900 lakhs. It is being met out of a share capital of Rs. 300 lakhs, term loans of Rs. 525 lakhs from The Industrial Development Bank of India, The Industrial Finance Corporation of India, The Industrial Credit and Investment Corporation of India Limited, The Life Insurance Corporation of India and The Indian Bank. Spontaneous response from the leading textile mills in the country has resulted in our booking orders for more than 1000 weaving machines even before the commencement of production, through M/s. Voltas Ltd., our sole selling agents. This indicates the confidence the textile industry has in us and our selling agents M/s. Voltas Ltd., who have a wide network of expert after-sales service. A large number of trade enquiries are pouring in both from inland and overseas customers. The Company has undertaken to export weaving machines worth Rs. 14 crores over a period or 10 years.

The land covers an area of 40 acres. The building construction work was started in January 1976 and was completed in June 1977. The buildings are a precast reinforced concrete construction with a plinth area of 21,600 sq. Metres costing Rs. 110 lakhs.

The selection of imported as well as indigenous plant and machinery has been done in consultation with our collaborators. Sophisticated machines worth about Rs. 350/- lakhs out of which more than half have been received and commissioned. Engineers and skilled personnel were sent to our collaborator's works in Switzerland, for undergoing extensive training for periods ranging from 5 to 18 months and they have taken up assignments on their return. modern methods of Production Planning and Control have been employed, and rigorous quality control procedures have been adopted to ensure a high quality product. The company has also trained its own skilled workmen who were carefully selected from ITI trades in their own training centre.

A customer training centre will be set up at our works to impart training on the running and maintenance of our C-1000 weaving machines.

Raw materials and various grey iron,

S. G. Iron and non-ferrous castings required for the project are available in the country.

As per Company's policy, entrepreneurs are encouraged to develop specialised items of high quality and precision such as industrial plastics, rubberised canvass, electrical and other items.

The collaborators have deputed their technicians to impart technical know-how are to assist our personnel in our works in the manufacturing and assembly of the weaving machines.

The foundation stone was laid on 15th December, 1975, and the first batch of weaving machines rolled out from the assembly line in exactly two years. It is an excellent achievement and would not have been possible but for the hard and dedicated work put forth by the project staff. The employment of experienced personnel and the training imparted to the technicians by our collaborators made it possible to execute this project successfully. Mr. H. G. Rao, who has been associated with this project as General Manager has contributed in no small measure to to the success of this venture.

RAJ BHAVAN
Madras-600 022
Dt. 29th Dec. '77

I am glad to know that the Works of M/s. Lakshmi Automatic Loom Works Limited will be inaugurated on the 29th January, 1978 at Hosur. I offer my greetings and best wishes to the workers, staff and management on this happy occasion. I wish the Company a bright future.

(Sd.) Prabhudas B. Patwari
Governor of Tamil Nadu

News and Events

Solemnity and splendour marked the inaugural function of Lakshmi Automatic Loom Works Limited, Hosur on 29th January 1978. The function was largely attended by dignitaries and local people.

Rudhra Pooja was performed at the local hill temple of Lord Chandrachoodeswara in the early morning hours.

The factory wore a festive look with decorated arch and pandal. The early morning air was filled with the enchanting Nadaswaram music of Coimbatore Sri Ganesan & brothers.

Visitors started arriving by 8-30 A. M. and were taken round the factory. After the visit they were provided with light refreshment before proceeding to the Assembly Hall were the function was to be held.

The function started sharply at 10-00 A. M. with a prayer by Kumari Lalitha of Hosur.

Sri G. K. Sundaram welcomed the VIP's Mr. Kirloskar, Mr. Dharamsey Khatau, Mr. Bruno Richard Weber representing the Swiss Ambassador, Dr. R. Lang, Chairman of George Fischer Group of Industries in Switzerland, Mr. A. S. Peissard, Senior Vice President of Ruti Machinery Works Limited, Mr. Max. Epprecht, Director of Rieter Machine Works Ltd., Winterthur, Switzerland, Mr. & Mrs. Graf representing M/s. Graf of Switzerland, Mr. Saxer of M/s. Ubersee Handel, Uhag of Zurich, Switzerland and the gathering.

Mr. S. L. Kirloskar presided over the function.

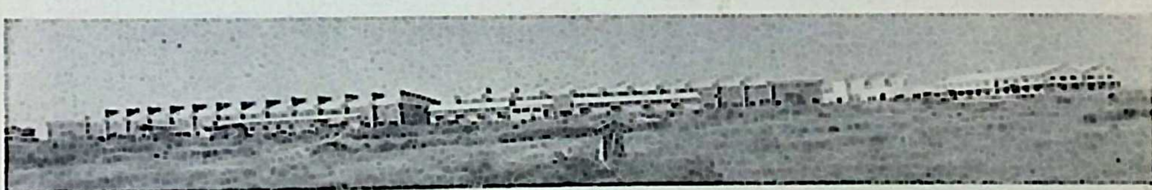
Mr. Dharamsey Khatau inaugurated the factory.

The thought provoking speeches made by the invitees appear after the pictorial report of News and Events.

Mr. H. G. Rao, General Manager LAL, introduced the dignitaries to the gathering.

The Messages received from the President of India, Chief Minister of Tamil Nadu and other VIP's were read by Mr. S, Pathy, Joint Managing Director.

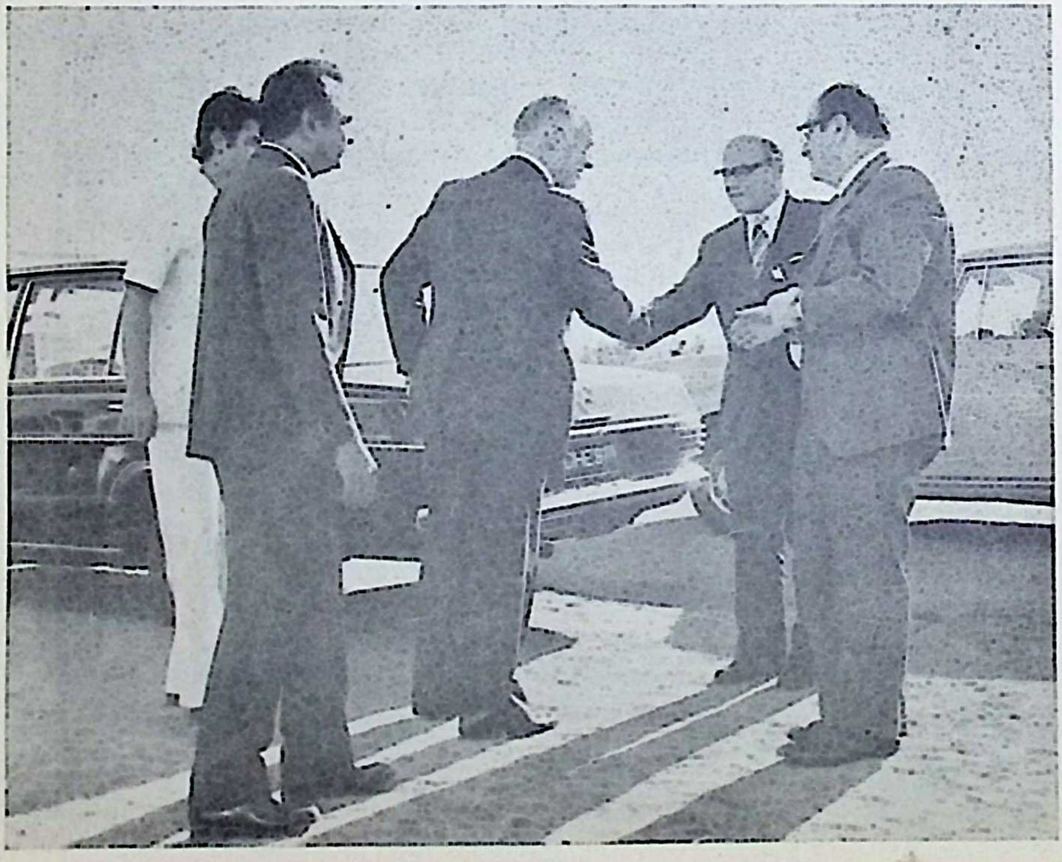
Mr. D. Jayavarthanavelu, Managing Director of LAL proposed a vote of thanks and the pleasant function came to an end.



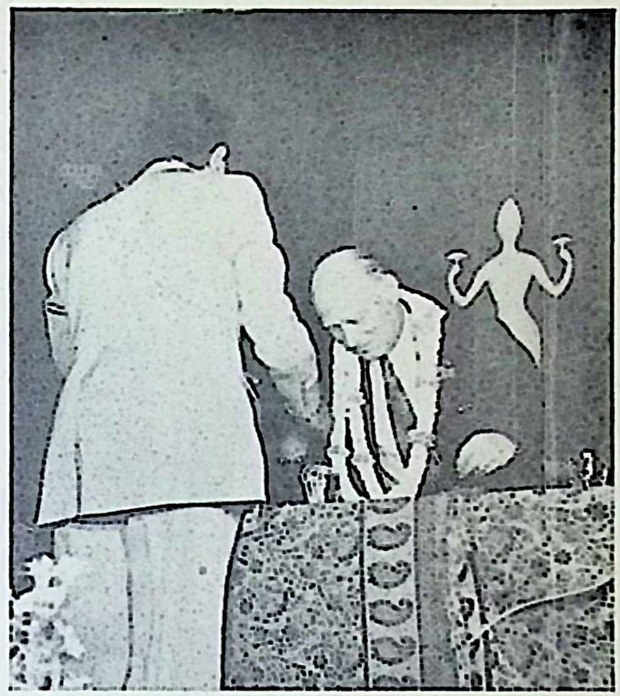


A colourful welcome arch greeted the visitors to LAL on 29-1-1978 △

Mr. Epprecht greeting Dr. Lang ▽









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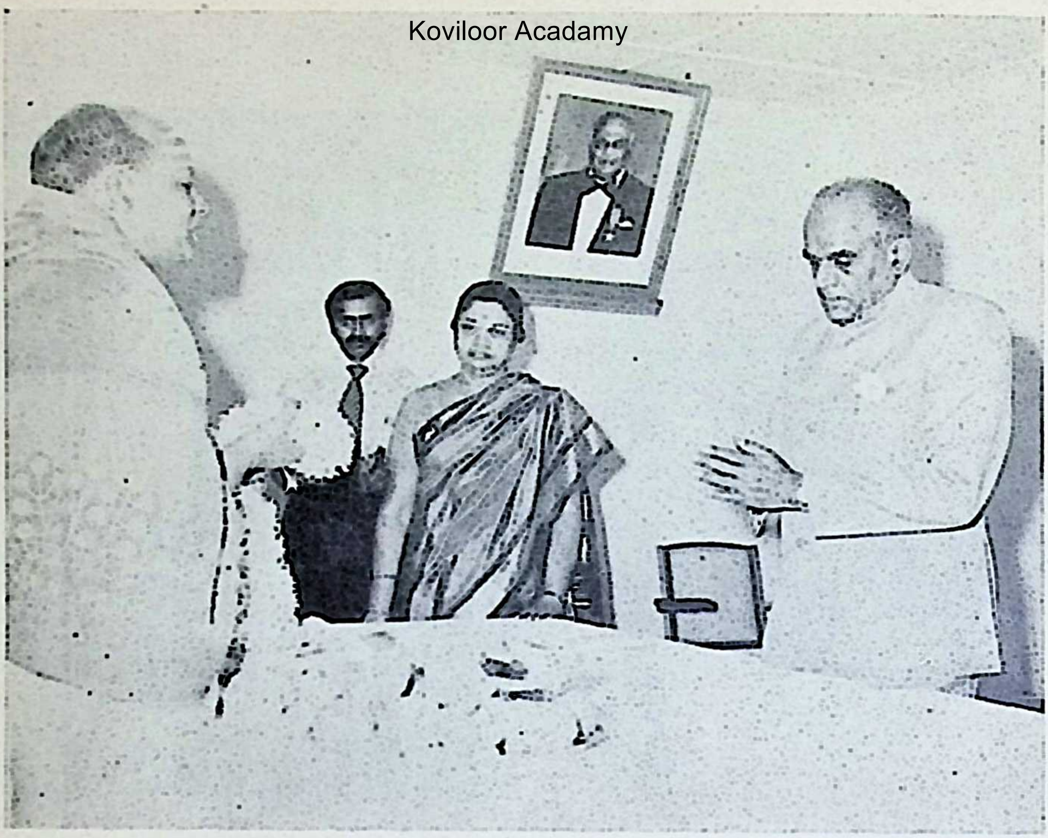
Mr. Kirloskar, who presided over the inaugural function, was garlanded by. G. K. Sundaram

Top Right

Mr. Epprecht, garlended by
Mr. D. Jayavarthanavelu, Mg. Director, LAL

Bottom

Mr. Poissard, Vice President of M/s. Ruti Machinery Works, Switzerland was garlanded by Mr. S. Pathy, Jt. Mg. Director. LAL.



Pooja Prasadam was received by Mr. G. K. Sundaram before the commencement of inaugural function at LAL



Mr. Dharamsey Khatau being garlanded by Mr. G. K. Sundaram





Top Left

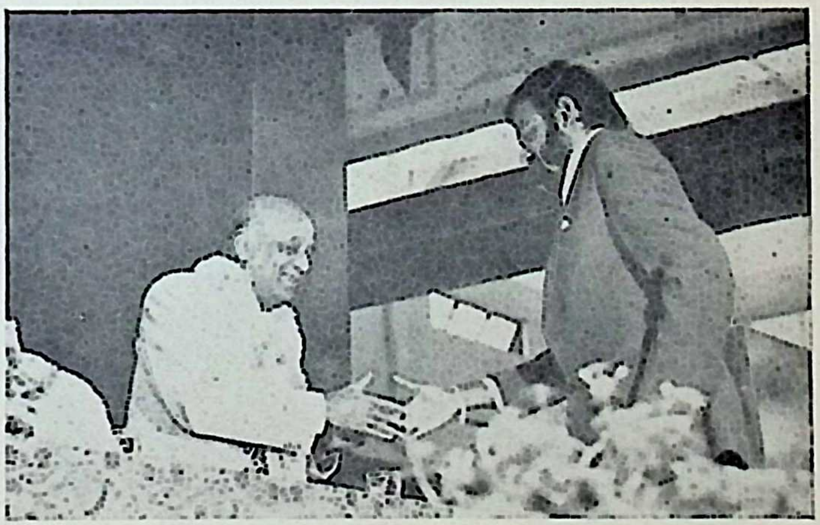
Seated on the dias from left to right
Mr. D. Jayavarthanavelu, M. D.,
Mr. S. Pathy, J. M. D., and
Mr. H. G. Rao, Gen. Manager of LAL

☐

Top right

Mr. D. Jayavarthanavelu, Mr. Peissard and Mr. Khatau leaving the dias

☐



Bottom

Mr. K. Srinivasan, Chairman, NTC, garlanded and greeted by Mr. S. Pathy





△ Mr. G. K. Sundaram and Mr. Peissard with the inaugural gift ***'Atmosphere Clock'***

○

Dr. Lang congratulating Mr. G K. Sundaram ◁



A section of the distinguished audience who attended the inaugural function of LAL



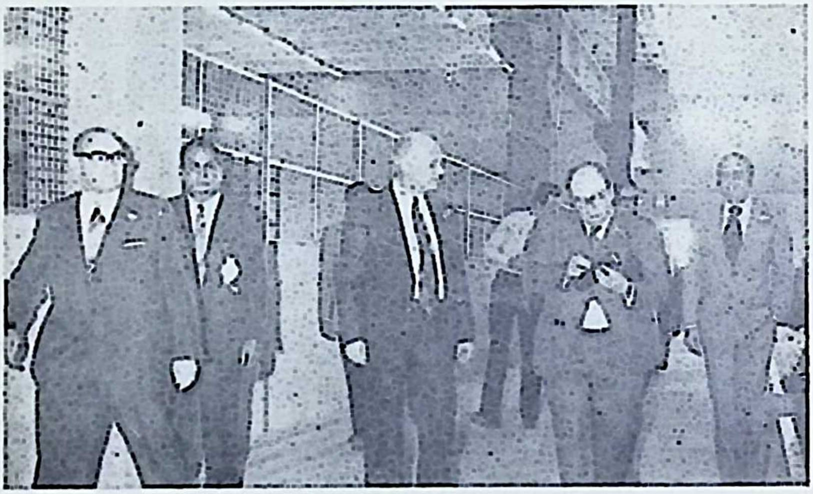
From left to right Dr. Lang, Mr. Peissard and Mr. K. Srinivasan on the dias

A Section of the lady invitees

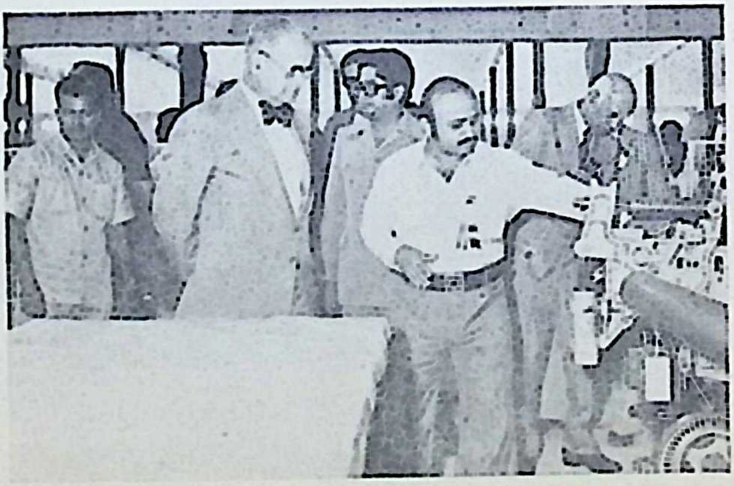




General Manager Mr. H. G. Rao, highlights the special features of Lakshmi Ruti C 1000 Automatic Loom to Mr. Khatau, while Mr. G. K. Sundaram and Dr. Lang watch



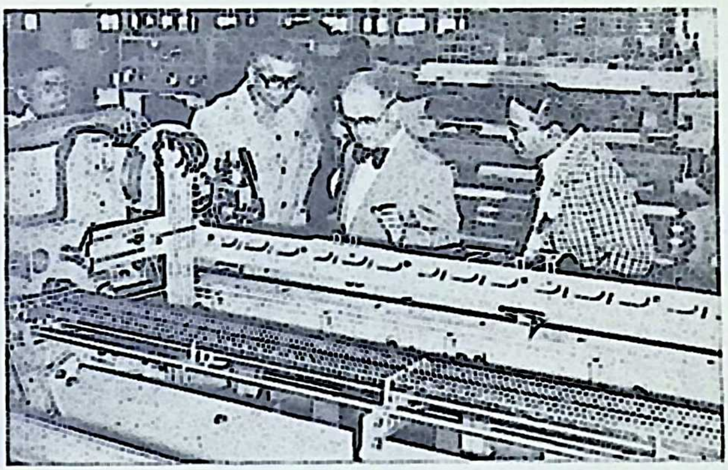
Guests going around LAL



Salient features of the Loom being explained to Mr. Kirloskar



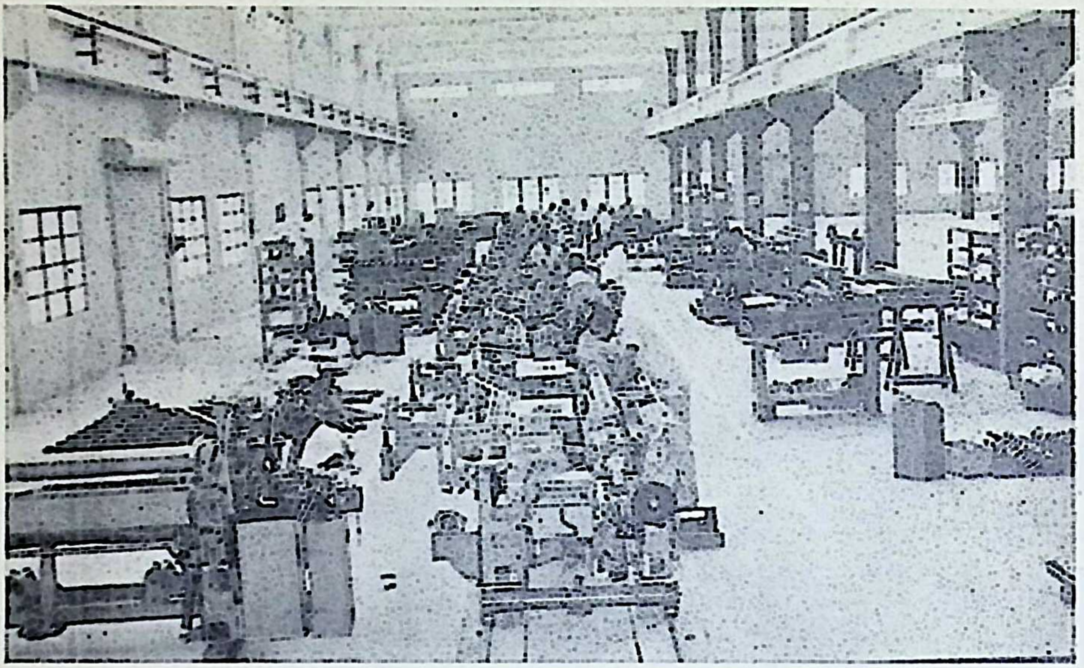
Overseas visitors examine the product



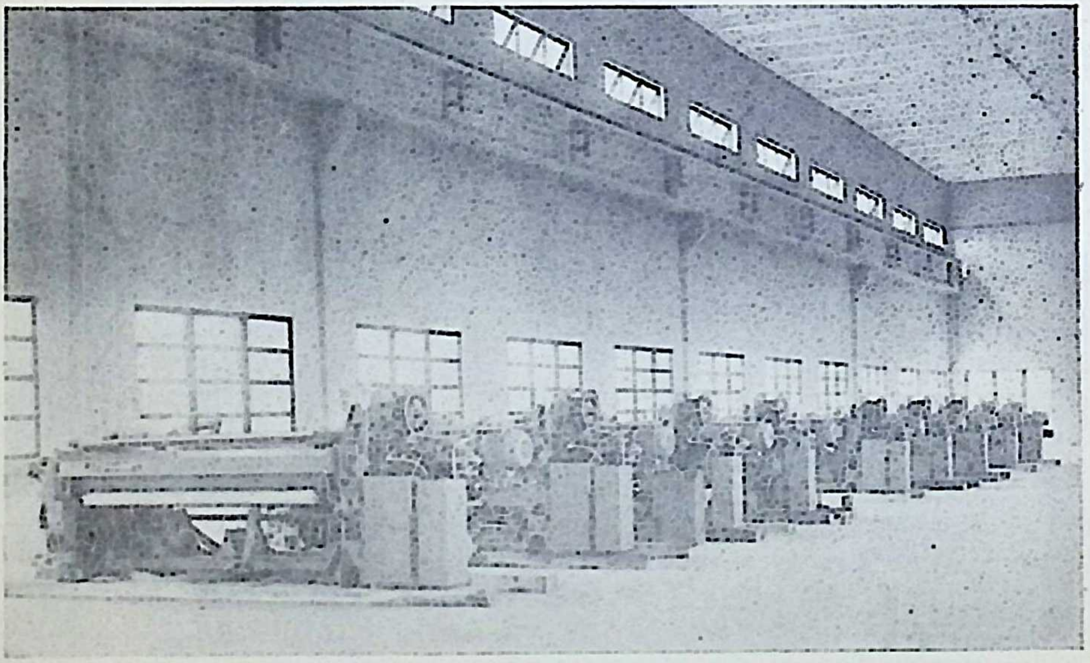
Mr. Kirloskar showing a keen interest in the finished product

A group photograph taken on the memorable occasion





A view of the Assembly line



Lakshmi-Ruti Automatic Looms ready for delivery

Inaugural Speeches



Mr. Kirloskar, Mr. Dharamsey Khatau, Ladies and Gentlemen,

On behalf of the Board of Directors of Lakshmi Automatic Loom Works Ltd., and on my own behalf, I have great pleasure in extending a hearty welcome to you all for this inauguration of Lakshmi Automatic Loom Works Limited today.

We are indeed immensely happy that it was possible for Mr. S. L. Kirloskar, Chairman of the wellknown Kirloskar Group of Companies to accept our invitation to preside over the function and be with us today. We all know that Mr. Kirloskar is a pioneer and a leader of the Electrical and Engineering Industry in India and his knowledge and wide experience are valuable assets to to Indian Industry and our developing economy. His products are not only well established in India but equally in other developing countries.

Mr. Dharamsey Khatau has so kindly agreed to associate himself with us on this happy occasion and to inaugurate the factory inspite of his numerous preoccupations. As you know, Mr. Khatau is one of the pillars of Indian Textile Industry as the Head of the Khatau Group of Textile Mills and Chemical Industries. His name is almost synonimous with the finest fabrics produced in India and most familiar to all the connoisseurs of quality Textiles.

Besides being a leading Industrialist, Mr. Dharamsey Khatau's spiritual and cultural activities are meritorious and are worth mentioning. He has been a pillar of strength to the Bharathiya Vidya Bhavan from its inception. A gentleman noted for his moral stature, Mr. Khatau is keenly interested in Indian culture. He is a student of Vedic Literature and has established a Trust for the promotion and propagation of Vedhas. His keen interest in cultural and spiritual matters and his staunch faith in the ideals and objectives of the Bhavan has made him shoulder the responsibility of consolidating and expanding the Bhavan's activities throughout India and abroad as its Chairman.

We have in our midst Mr. Bruno Richard Weber representing the Swiss Ambassador and I have great pleasure in extending him a hearty welcome.

It is most befitting that Dr. R. Lang, Chairman of George Fisher Group of Industries in Switzerland has made himself convenient to be present with us today. I am very happy to welcome Mrs. & Dr. Lang for this function. I wish to state that the world renowned George Fischer Group is the holding company of M/s. Ruti Machinery Works Ltd., Ruti, Zurich, Switzerland, who are our collaborators. The origin of the George Fischer Group dates back to 1802 by Johanar Conrad Fischer. The George Fischer Group today has a turnover of about Rs. 500 Crores and workforce of about 19,000 persons.

I am very happy to welcome Mr. A. S. Peissard, Senior Vice President of Ruti Machinery Works Ltd., who also represents Ruti on our Board. Mr. Peissard has been associating with this project from the beginning and has contributed greatly for starting this venture.

I take special pride in welcoming our friend Mr. Epprecht, Director of Rieter Machine Works Ltd. Winterthur, Switzerland the collaborator of our sister concern, M/s. Lakshmi Machine Works Ltd., Mr. Epprecht has not only been a guiding force but also a source of strength for the successful implementation of Lakshmi-Rieter project, for the manufacture of cotton spinning machines.

I have great pleasure in welcoming Mr. & Mrs. Graf representing M/s. Graf of Switzerland. His father late Mr. Werner Graf was our first Swiss Collaborator in the manufacture of card clothing. It is this collaboration which helped and paved the way for other Swiss collaborations. We are ever greatful to Mr. Graf.

I welcome Mr. Saxer of M/s. Ubersee Handel, Uhag of Zurich, Switzerland who has a net work of sales organisation in many countries in the far east.

It is a pleasure to welcome the Directors of our Lakshmi Group Companies, other leading industrialists, officials and shareholders who are in our midst today.

The establishment of this factory is of great significance for Indian Textile Machinery Manufacturing Industry, which has a pride of place in the Indian Economy. The Indian Textile Industry with an installed capacity of 19.5 million spindles and about 2,08,000 looms, occupies the second place in the world after the United States.

There has been a steady growth in the manufacture of textile machinery in India and this growth was significant during the past decade. As against the total production of Rs. 28.3 crores in 1965 it rose to Rs. 81 crores in 1976-77, with a corresponding increase in the production of components and accessories. Still these fall short of the industry's demands. It was our ambition to manufacture complete range of sophisticated textile machinery. Our venture in starting Lakshmi Machine Works Ltd., has fulfilled part of this ambition viz., manufacturing machines from Blow Room to Spinning.

India now produces practically all the textile machinery required by the

Industry. However, inspite of its installed capacity being much more at 180 crores than the present annual output, it is a matter of regret that the machinery industry has been passing through a severe crisis over the last two years which is only a part of a world phenomenon. The best machinery manufacturers in the world are now on the run and there is a price war for mere survival. The impact of this catastrophe on the Indian Textile Machinery industry could have been very much avoided by timely prudent planning and more liberalised credit facilities so that the tempo of modernisation of the industry could be kept up. !t is gratifying that recently Government of India has decided on an outlay of Rs. 350 crores on modernisation of textile industry and I. D. B. I. is implementing the soft loan scheme, with relaxed condition particularly for the sick mills. It is hoped that there will be a pick up in demand for textile machinery from now onwards. The recession has made the industry quality conscious and realised the facts that tha industry's survival will only depend on quality, a rational price policy and an excellent after-sales service.

Coming to the weaving side of textile industry with which Lakshmi Automatic Loom Works Ltd., is directly connected, conversion of plain looms to automatic looms had been very slow, as you can see from the figure - in 1970, the installed capacity of automatic looms stood at 37,000 and in 1977 i. e. over a period of 7 years, it has only increased by 5,000 looms to 42,000 looms. Almost all the existing looms are old and obsolete. Many spinning mills have renovated or are renovating their spinning plants and it is high time they convert their plain looms into automatics. Since heavy investments on looms has not been remunerative, mills were slow in changing from plain to automatic. The looms that are now being manufactured are high productive ones and they are bound to be remunerative and hence will encourage mills to renovate the inefficient plain looms further than before.

I am happy to say that the reputation of the Lakshmi Group in the International markets for textile machinery attracted Ruti Machinery Works Limited, the leaders in the field of automatic loom manufacturing to collaborate with us for establishing this factory. Ruti Machinery Works Ltd., is one of most renowned manufacturers of looms with a history of over 135 years and have so far supplied over 8,00,000 looms to the textile industry all over the world. Their looms are widely used and are well-known for their sturdy construction and technical excellence. Ruti introduced their High Speed Loom type "C" in 1967 and installed 40,000 of them all over the world.

Besides making available to us the expertise for manufacturing the improved and versatile "C" type looms and training our technicians in their works in Switzerland, Ruti came forward to participate in the Equity Capital of the Company in a large measure.

The Lakshmi Automatic Loom Works Ltd., has a paid up share capital of Rs. 3 Crores. Our factory is licensed to manufacture 1800 looms per year. We hope to manufacture 900 in 1979, 1500 looms by 1980 and by 1981 we hope to go into the full production of 1800 looms.

I cannot think of a more befitting occasion to acknowledge and thank our collaborators for the confidence and keen interest shown by them in this venture and for the meticulous care they are taking whole-heartedly in every possible manner to ensure the success of this venture.

Soon after the collaboration agreement, the capital structure and financial tie ups were finalised with the approval of the Government and the necessary industrial and import licences were secured. The financial institutions have accepted the feasibility of the venture and the need for such a project in the interest of the Nation,

I would be failing in my duty if I do not acknowledge the keen interest shown by the financial institutions, particularly their top managenent for their assistance. They had shown immence sympathy and understanding in interpreting the spirit of the terms and conditions attached to the assistance and the company would like to take this opportunity to record its appreciation for the co-operation of these institutions. They constitute the fillip to the development of new industries in the country at a time when there is no response from the public at all for fresh investment.

Most of you have just seen our LAKSHMI-RUTI "C" Type loom which is considered revolutionary by International standards in conventional weaving and has several inherent built in advantages. In terms of productivity, this loom is capable of giving approximately 30% more. They are suitable for weaving light as well as heavy fabrics from 9 picks per c. m. to 120 picks per c. m. thereby facilitating the production of the finest delicate fabrics as well as heavy canvas on the same loom. It can efficiently weave staple as well as filament warp and/or weft and take cotton, wool, staple fibre, viscose, synthetic and their blends. This loom is most versatile to meet the changing and varied demands at short notices. The versatalily of this loom is such that it is also suitable for weaving of spun yarns like texturised synthetic yarns, elastic yarns, tape yarns and the like. This will be an import substitute for Drop Box Silk, Canvas and Terry looms.

I once again extend a hearty welcome to all the ladies and gentlemen who have responded to our invitation in large numbers this morning. I now request Mr. Kirloskar to preside over and conduct the deliberation.

Thank you.

Half of the secret of getting along with people is consideration of their views; the other half is tolerence in one's own views.

— *Daniel Frohman*



Mr. KIRLOSKAR

Mr. Sundaram, Dr. Lang, all the gentlemen who had come from outside, friends of Mr. Devarajulu and his family, and the new workers of this new factory,

First, let me congratulate all of you for this fine show here. This is a venture that has taken place under conditions of India, which as we have recently been reading in the papers that our Finance Minister has been complaining that investment is not taking place. Well, here is a case, the enterprising enterpreneurial people from Coimbatore Sri G. K. Devarajulu and his friends have put up here a very large amount of capital and a new venture in collaboration with a very well known firm from Switzerland.

It is not so easy to put up big factories like this particularly in a small rural area like Hosur, because, there are so many problems in establishing factories like this in rural areas, which I am afraid, very few people know about. Most of them are aware that Industries should be taken to the rural areas without knowing what are the problems and such problems must be solved before Industries come into rural areas. You know the communication system in a rural area is comparitively very much backward and under modern conditions, the Management always want to have quick communication to the whole world, and when a factory is started like this, they may have to wait a day to get a connection to a part of India or may be days to other parts of the world. Similarly, the line of Telexes, other postal services, banking and so many other services are required for efficient working of such factories.

I am sure, the Management of this Company have taken due consideration of these problems and I am sure, with proper approach, the Govt. of India may be able to supply and assist on such things. However, the population of this rural area do benefit from factories like this and I am very happy to inform you all that in the remotest part of India you can put up any factory which requires human skill. I have the experience that we do get as many skillful men as we want in any part of the rural areas and I am sure you will also get all the necessary skilled people to operate all your machines right around within five miles from this place.

Only problem is that the Management should know how to teach them and that is all what is necessary.

Here I would like to say that this Company has been very very fortunate besides other things to join hands with a Swiss Company. As an Engineer. I would like to tell you that one of the finest quality of the Swiss people is their perfection and precision in what they do, and this is an asset this Company has got.

My suggestion, as I said here, Management should make quite sure that every worker, and that means from Manager down to the lowest personnel is made aware strictly to work diligently, carefully and with no bad habits of uncleanliness and not to do anything in a haphazard way. This is very very essential.

The Company is new and the factory is in a new place. Let us establish very good habits in this factory. I request Dr. Lang to please help this factory to establish a training school not only to produce mechanics but to instil in them the necessity of producing anything and everything to the highest quality and this is a very very difficult proposition here in India and I wish this co-operation between the Indian progressive Company and Swiss Company will result in this examplary factory were quality products come out, as the best quality product.

Let us now request all the workers here and the Officers that everything that you are going to do, please do it as best as you can and there should not be any second class quality and please make sure that hundred percent of our products are of the highest quality. This you can do it, you have very good teachers in this Swiss field and I hope, you will get this imbibed down to your bones. I am very earnest in this and I hope you will do your best in this respect.

We are talking too much on technology. Technology is doing something which under given conditions to attain certain quality at a minimum price. This does not mean, using an automatic thing, does not mean using chisel and a hammer, does not mean using a super duper machine, numerically controlled machine etc., which ultimately gives us the right product, right quality in a given quantity at a minimum price and I can assure you that you will have to develop your own and follow the Swiss methods. As you know, we have comparatively a low price level. Our cost of investment is much higher for some machines. The cost of money is very high here because labour is low. Secondly, the Management must make sure that you evolve your own Technology here and I have every confidence that with your experience in Coimbatore you can establish a new type of technology that will give you the same quality product as the Swiss with different types of machines, different types of processes at a cheaper price in a given quantity as to what you are required to produce and if you do not do this, there will be problems. The other day, I was in London at a public meeting. A chart was made after the visit of the English delegation to India that the productivity of Indian labour is low and I had to comment on that. I asked how do you measure the productivity of our Indian labour. A man driving a bullock cart does not go more than two miles per hour and how can you compare this with a car which goes

40 miles per hour. Does it mean productivity is low ? Let us consider, if we give the same machinery in the hands of two, whether he is an Engliish worker or Indian worker or Swiss worker, I am sure, the productivity will be the same.

I request you to not to be carried away by the economists figures saying that the number of man hours required is much more in India than in America or in Switzerland. Let us see, our job is to produce an article of the same quality without compromising on the quality but at a cheaper price by going in a different way. Let us follow the process that are possible and that are required economically in our factory here than what they are in Switzerland or in America. This is one point I want to make sure that we learn from this. Those who have done it have been successful in producing a good quality of product at cheaper price.

One of the points Mr. Sundaram mentioned about the replacement of machinery in textile mills have not been done properly on time. I met yesterday a friend who is in charge of a sick mill. Now this very idea of sick mills is because, we are following an old fashioned and a wrong idea that labour saving machine is something putting people out of jobs. This is wrong, by not using labour saving machines, if we use old fashioned and outdated machines we unemployment than we think. This is create more what has been done in sick mills If the policy isto keep machinery modern in all textile mills, it will create more labour in textile mills and more labour in factories like this. We have to consider labour in both places together. So my request to the Govt. of India and to the Planning Commission Members is make sure that in every productive factory, the most economical productive modern machines are used to give us lowest price per unit not necessarily whether we employ two persons or ten people. Similarly, in a textile mill, a 30% better weaving machine is definitely better. It saves labour, produces cheaper cloth, it can' sell more cloth. I am still for using all modern and good machinery that are produced in India to improve all our textile mills.

I have taken more time and I wish this factory a very good success with highest quality product and not only that, may people be trained here, who will go out and spread the gospel of high Swiss quality, along this country side.

Thank you very much.

Both optimists and pessimists contribute to our society. The optimists invent airplane and pessimists the parachute.

Gil Stern in Chicago Tribunal



Mr. DHARAMSEY KHATAU

Mr. Kirloskar, Dr. Lang, Mr. Sundaram, Ladies and Gentlemen, Before I start, I think, I first pay my tributes to Sri. G. K. Devarajulu and express my regret that he is not able to be present here today. I am told that he has gone for an operation to USA and I am very glad to say that the operation has been successful and I am sure, he will soon regain very good health.

I cannot but mention on this auspicious occasion that the Lakshmi Group which is known for its entrepreneurship in the various fields of activity. Under the able and dynamic leadership of Sri. G. K. Devarajulu different Units in Lakshmi Group have shown significant growth and have contributed to the Nation's economy. The standing of Lakshmi Mills Co. Ltd., as producers of quality yarn and fabrics have been well recognised and this quality consciousness on the part of Sri. G. K. Devarajulu prompted him to meet the long felt demand of textile Industry by venturing into the manufacture of textile machinery. He therefore joined hands with an internationally reputed textile machinery manufacturer Rieter Machine Works Ltd., of Switzerland for the manufacture of their spinning machinery in India. Though, one of the youngest child in the textile machinery manufacturers in the country, Lakshmi Machine Works Ltd., thanks to the dynamic leadership of Mr. G. K. Devarajulu, has carved out a name for herself as manufacturers of spinning machinery of high precision and quality. Besides, unlike other manufacturers, LMW is the only manufacturer manufacturing the entire range of spinning machinery. After serving the Industry for more than a decade by manufacturing and supplying quality spinning machinery in a big way for modernisation and rehabilitation, Mr. Devarajulu has now rightly ventured into the manufacture in the country, high speed weaving machines in collaboration with another reputed Swiss manufacturer Ruti Machinery Works Ltd. These will be the finest weaving machines in the shuttle range in the World. It will be realised that during the last decade, large scale modernisation was undertaken by the Textile Mills on the spinning side, but very little was done on the weaving side, and rightly so, if automation on the weaving side has to be sucessful, making available good quality, even yarn, is a MUST. It should also be realised that with

the competition growing keenly both sales inland as well as export, new machines which are to be introduced should help Mills in reducing production cost.

The new machines should not only perform at higher speed, but it should be of high precision, less maintenance cost and consequent down time in effecting production. The weaving machine proposed to be manufacted by Lakshmi Automatic Loom Works Ltd., is designed to run 30% faster than any other loom in the World in the shuttle range. The modular design and precision phased, this new weaving machine assures continuous uninterrepted production of quality fabrics in its flexibility to weave light and heavy fabrics. Also ability to utilise filaments and suitable yarn in every wharf or weft to meet varied requirements of different market. Being intimately associated with the processes of textile Industry, I am sure, Mr. Devarajulu will be making available this sophisticated equipment at our door step and which will meet with all success. Here, I also agree with what Mr. Kirloskar has said that Textile Industry is not devoting full attention for replacement. I hope, we will now be able to do it with the new machines that have been made here to put the Industries right in the place where it belonged. I also believe that this new weaving machine will help Textile Mills all over the country to produce quality fabrics economically and meet international competition.

I thank Mr. Devarajulu, Mr. Sundaram and Management of Lakshmi Automatic Loom Works Ltd., for giving me the honour of participating in this auspicious event and take pleasure in inaugurating this giant venture and wish all success and for the accelerated growth. May this new venture serve the country's Textile Industry.

Thank you.

M. G. RAMACHANDRAN
Chief Minister

FORT ST. GEORGE
Madras - 600 009

I am happy that Lakshmi Automatic Loom Works Limited has taken the lead in locating their factory in a backward area in Tamil Nadu. It is a step in the right direction and is commendable because it is bound to create employment opportunities in rural areas. I therefore congratulate the Lakshmi Automatic Loom Works and wish them all success.

(Sd.) M. G. Ramachandran

Mr. Kirloskar, Mr. Sundaram, distinguished delegates from the World of Science and technology and business representatives of the Press and the Mass media, Delegates from the Lakshmi Group and its connected Enterprises, Ladies and Gentlemen,

We have gathered here to celebrate an inauguration. As Chairman, of the George Fischer Group, I am particularly happy to see this factory is completed and is now in operation. It is the result of intensive planning and construction which began as far back as 1974. This could never have been achieved and brought to a success without close and intimate co-operation between the two partners the Lakshmi Group and the Ruti Company which is a Member of the George Fischer Group. This is not the beginning of George Fischer activity in India. Before that, we had more or less close contacts with firms in your country especially in the machine tool field. But, this is the first time that George Fischer and Ruti have taken a share as partners in an Indian Project. This factory, here, at Hosur bears witness to our interest. in your country. Our partners in this Project Lakshmi and Voltas enjoy great esteem in the industrial circles of the whole World and for us in Switzerland, that little country of ours where in an atmosphere of unrestricted mutual trust, we have worked together for years with Rieters, Schweiters and with firms of world wide repute in the fields of textile machinery manufacture and overseas trade. It was such confidence that we could rely upon when we decided to undertake the Hosur Project together with Lakshmi and Voltas. What we want to make here are automatic looms of the C Type i.e., the very kind of



Dr. LANG

machine which is really needed on the Indian market. Even in our part of the World, the Indian Textile Industry is well known for its exceptionally fine fabrics and regardless of competition, the C type looms offer the best way to to automate production.

Since 1967, Ruti have supplied and installed all over the World more than 40,000 C type high speed weaving machines, as has been already said by Mr. Sundaram. To-day, we are beginning here with manufacture and assembly of such machines. Indian staff trained in Switzerland would take care of it, assisted of course by a few experts from our factory. We are aiming at the same quality as our own. Later on, we

shall no doubt build other models. I have now the honour to present you Mr. Sundaram and Members of the Board, with hearty congratulations, with our inaugural gift. It is an atmosphere clock, an example of Swiss accuracy and and it is mechanically driven by the ups and downs of temperature. I beg that it is accepted as a token of quality that we want to put up in the sense of Mr. Kirloskar and his recommendations into the product which will leave this factory. It will run for ever. May Godess LAKSHMI bring good luck and happiness to the people who will work here, to the whole region and to our partners and friends.

Thank you.



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Mr. S. PATHY, Jt. Mg. Director, LALW, read out the messages.



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Mr. H. G. RAO, Gen. Manager, LALW, introduced the speakers.

Mr. Sundaram, Mr. Kirloskar, Mr. Khatau, Dr. Lang, Ladies and Gentleman,

It is a great pleasure indeed to participate on behalf of the Ambassador of Switzerland, H. E. Et. Suter, on this auspicious day at the inauguration of the plant of Lakshmi Automatic Loom Works Ltd, in Hosur, being set up in collaboration with the company Ruti Machinery Works Ltd. in Ruti, Switzerland.

First let me recall shortly the history of Swiss machine-tool industry.

The first impetus which led to the establishment of an engineering industry' and more particularly a machine tool industry in Switzerland, came from England in the 18th century.

In the late 18th century, not the Swiss but the English were the undisputed masters in this field. No one could then compete with the manufactured goods, mostly textiles, with which they were beginning to flood the world, thanks to their machines and the use of steam power.

The old Swiss textile manufacturers were very much at a disadvantage, the more so as England prohibited the export of spares and machines and even the emigration of her technicians. Wile had to be used to entice two English technicians travelling through Bordeaux in France to come to St. Gall, Switzer land, and install the first English spinning mill. Political events did the rest: Napolean's continental blockade sheltered the Swiss industry against British competition until 1815. The first machine-making firm, The Escher-Wyss company, founded in Zurich in 1803, was



Mr. BRUNO R. WEBER
Second Secretary of the Embassy of Switzerland

originally a spinning mill. Being unable to import the parts it needed, it resolved to manufacture them itself. It therefore set up its own foundry works, which were promptly patronized by other textile manufacturers who needed spare parts. Thus, quite independently of the British, the Swiss worked out a technology of their own ; and when the British industry, on Napolean's downfall, again flooded the Continent with its products, the young Swiss industry was of course faced with a crisis, but its production tools and technology remained unaffected.

At first the engineering industry was the almost exclusive adjunct of the textile industry. This is still visible :

even today the Swiss textile machine industry, in terms of value, is second among world exporters. It is represented by firms which are known the world over, such as Sulzer, Rieter, Heberlein-Hispano, Graf, Bracker, Schweiter and last but not least, Ruti.

Nowadays the world situation is completely different from the time of Napolean and the British Raj. Nobody speaks anymore of a blockade. We are aware, that all the nations depend upon each other, that the trademark of today's world economy is the interdependence. Without a liberal trade and a more and more increasing exchange of commodities, semi-manufactured goods and consumer goods, all participants in the world trade will lose, not gain. A blockade or protectionism is a short-sighted instrument - for those who use it-like a boomerang, it flies back and hits the thrower.

The General Assembly of the United Nations is discussing a new world economic order which should bring more justice in trade and a more equal distribution of wealth. One of the central demands of this new economic order is a greater exchange of know-how between developed and developing countries.

Switzerland, having no exploitable raw materials, lacking sufficiently rich lands to feed her population, and being a landlocked country, has to make good her basic deficit by processing and enriching the raw materials she imports in order to export finished or semi-finished products. Through this process, a lot of know how has been acquired during the last hundred years. A great part of all our new investments was since ever earmarked for research and development to enable our industry to remain on the top, to steadily improve their products and to continuously evolve new inventions. Switzerland has know-how and is prepared to pass it over whenever there is a chance to do so.

The transfer of know-how on the other hands also needs a partner who is apt to make a suitable use of it. In this aspect, India should be a privileged partner for us. India has at its disposal great reserves of qualified skilled workers and technicians. The technology in India has reached a level on which sophisticated projects can be built up. India offers cheap labour and in India political or ideological aims do not overshadow a collaboration.

The plant we inaugurate today is a very fine example of such an exchange of know-how between India and Switzerland It is a co-operation which shall be without any doubt fruitful and rewarding for both sides. I am trustful that this plant will bring a further increase of the technical as well as the human relations between engineers, tool-makers and businessmen of our two countries.

In a few days, I will have the possibility to visit another plant of the Lakshmi Group, Lakshmi Machine Works Ltd. in Coimbatore, which was inaugurated 12 years ago as a collaboration with Rieter Machine Works Ltd, Switzerland.

I am glad that one of the first experience of the Lakshmi Group with a Swiss partner obviously was encouraging and that a part of the training of the new staff in Hosur was done in Coimbatore.

One can almost say that the first collaboration in 1960 has had a snow-ball effect. This is not an exaggeration. According to my list, Lakshmi holds fifteen or sixteen either technical or financial collaboration agreements with Switzerland. This is certainly a proof of confidence in Swiss partners and of happy and rewarding experiences in the past.

I hope that Lakshmi Automatic Loom Works Ltd., as a new chapter of Indo-Swiss economic relations, will further strengthen the already existing ties of friendly and creative cooperation between India and Switzerland.

I wish all of you much success.

Thank you,

MESSAGE

It is a great pleasure for me, and for the Swiss industry in particular, that another mile-stone in the industrial relations between India and Switzerland has been achieved by way of collaboration amongst Lakshmi Automatic Loom Works in Hosur and Ruti Machinery Works in Ruti.

The Lakshmi Group of Industries is not new to Switzerland. It has its deep rooted relations, in one form or the other, as far back as 1960. The present project-again a proof of fruitful private initiative is a new inspiring example of confidence and rewarding experiences between Indian and Swiss partners.

On this auspicious occasion I send you my very best wishes for the success of this new venture.

(Sd.) Etienne Suter
Ambassador of Switzerland

The inauguration of the Lakshmi Automatic Loom Works is another milestone in the history of the Lakshmi Group. After the collaboration with Graf, Rieter, Schweiter and Bracker, this co-operation with Ruti Loom Works Ltd., is now the fifth joint-venture with one of the leading Swiss textile machinery makers. We can really say, that the Lakshmi Group is the centre of Swiss textile machine technology in India. Such a huge combination of Swiss know how exists in no other country.



Mr. EPPRECHT

When your Chairman, your esteemed Mr. G. K. Devarajulu, signed the Rieter Collaboration Agreement with me in April 1962, it was a new experience for both of us and our Companies. The success of the co-operation between two companies is not only a matter of technical know how, it is much more a question of the mutual personal understanding between the leading managers and their staff as well as the spirit which is behind the work. As Mr. Kirloskar said, Swiss Industries are well known for their quality standards and it was a main purpose of your Chairman to manufacture products with the same quality in his different companies too, be it yarn, cloth or textile machinery. This main principle 'quality' has been first priority for your Chairman before all other points, which are important for a manufacturing company. This principle has facilitated the collaboration between us very much and we have become very good personal friends. I do regret very much that your Mr. GKD, as you say, cannot attend this inauguration due to an operation he had to undergo. There is only one point of satisfaction, viz., to know, that in this moment, he is staying together with his wife at his preferred Garten Hotel in Winterthur for a rest during the long flight from USA to India. As I said, the success of a Company is mainly a question of the people involved. For the LAL, you have a good management, and good staff, many of them have been trained by LMW or by Ruti in Switzerland. So the starting position is excellent and with the Worldwide experience of the Ruti Managers and the outstanding Voltas Sales Organisation this joint venture has a very bright future. In the name of Rieter Machine Works, I wish the Lakshmi Automatic Loom Works, as a sister company of Lakshmi

Machine Works, a good market, good prices, no complaints from the customers, no labour troubles and-last but not least, a reasonable profit.

Thank you.



Mr. K. SRINIVASAN

Mr. Chairman, Ladies and Gentlemen,

I have been asked to say a few words on this occasion partly because, I am a Textile Scientist interested in the progress and development of the Textile Industry and partly because, I am the largest potential customer for Lakshmi Automatic Loom Works Ltd. I would also like to add, 'potential customer' who has no money to buy machines.

I would say that this is almost an historic occasion in the manufacture and development of the Textile Industry in India. Mr. Sundaram as well as Mr. Khatau have already told you that modernisation in spinning has advanced far more than in weaving and I would like to add that during the last 20 years while productivity in spinning has increased by more than 100% in the Industry as a whole, productivity in weaving has improved hardly by 25%. This has been partly due to economic and partly by psychological things. Economic because, as Mr. Khatau has pointed out, it is necessary to have good yarn if you want to use high production weaving machines and therefore modernisation in spinning necessarily has to precede modernisation in weaving. Secondly, it was also found that return on investment was perhaps quicker in spinning than in weaving. I said psychological because while automation in spinning high technology has been accepted as a whole without protest, there is still lot of inner hesitation in the country with regard to automation in weaving. We are still thinking in terms of providing rural employment through handlooms and supplying yarn to handlooms in preference to their use in mill sector. While no doubt, this is perhaps very essential, I would say, it is equally essential to improve productivity in weaving in this critical period through which the Textile Industry is passing at the moment. This is particularly so, because, so far as one is able to gather the policy of the Government is going to be not to allow expansion of the weaving sector in the mills. It means that no additonal production has to come either from the de-centralised sector or by the use of high productivity machine by the mills. Again, if I may quote some statistics, during the last 20 years, conversion of plain looms to automatic looms has been progressing at the rate of one percent. Today, we have approximately 40,000 automatic looms in the country.

If the same progress is maintained, it will take 160 years before all looms in India become automatic. It is somewhat of a grim thought. Therefore, I am confident that the pace of change over to high production weaving technology should be much faster in the future that it has been in the past and I am sure, Lakshmi with her reputation for quality realiability and fair dealings with the customers will carve for themselves a very big market not only in India in but other parts of the world. The aspect of quality has been emphasised by Mr. Kirloskar and I should like to elaborate it a little. The quality of any product consists of two major aspects viz., specifications that you design for that product, specifications designed with the end use in mind and if the specifications are wrong, it does not matter, how well it is executed, the products, will not serve the purpose for which it is intended. Secondly, the quality depends on the precision, accuracy with which you execute this specification. Unless both these aspects of quality are maintained, the product will leave something still to be desired. Here, we have specifications from Messrs Ruti Machinery Works, who have taken the responsibility not only for the specifications but for the training of people who are going to execute. They have collaborated with Lakshmi, who are not only known for their quality and reliability, but, who, as previous speakers have said, are extremely particular about customers service and after sales service and ensuring that customer gets for what he has paid for. Therefore, I am quite sure that this company, started under such an excellent auspices will have a bright future and while seconding what Mr. Epprecht has said with regard to everything, I hope, the prices, as far as the users are concerned will be reasonable. I have great pleasure in offering my felicitations and wishing Lakshmi Automatic Looms every success.

Thank you.



Mr. TOBACCOWALA

Mr. Sundaram, Mr. Kirloskar, Mr. Khatau and friends,

Before I speak representing Voltas, I would at this function convey the greetings and good wishes of Mr. Tata and my other Tata colleagues on this auspicious occasion of the inauguration of the Lakshmi Automatic Loom Works Ltd. Mr. Tata particularly asked me to express his happiness at the fact that the prosperity of the Lakshmi Group has been built not merely on a high volume of sale, but the quality of products they have provided and customer satisfaction that they have brought about. He has been happy that Voltas have been instrumental in working with close association with Lakshmi in what it has done in the last many years. I would

like to convey the greetings and good wishes of myself, the Board of Voltas, everybody in Voltas and particularly those in our textile machinery division, who have been associated with Lakshmi Group for the last so many years. To us, it has been a happy association, a fruitful association and a very satisfying one. It has not merely been mutually beneficial, but, it has been equally rewarding in a different sense, in that, we have felt that we have been able to render a service both to the producer of the textile machinery as well as to the user. We are particularly happy that the first consideration of Lakshmi Group has been on the quality, a characteristic importance that has been rightly stressed by so many who have spoken before me. Secondly, the customer is the most important person to consider over the shareholder, over employees over everybody else and thirdly that an association between two companies can only last if both parties find it beneficial. It is a good thing that all those in Lakshmi Group, family of Sri Kuppuswamy Naidu, Mr. Sundaram is here, my close and dear friend Mr. Jayavarthanavelu and the Joint Managing Director Sri Pathy and these principles which have guided Lakshmi continued to be maintained by the younger generation. I personally, as Mr. Khatau and others have said, my close friend Mr. Devarajulu who has not merely been an inspiration but the arbiter in all matters relating to what is the right of the customer and what is the quality standards to be maintained. It is fortunate, in the case of Lakshmi Machine Works, because of the quality, we have an order book which extends 4 to 5 years, at a time when the competitors are able to offer the same product off the shelf. It is equally fortunate that Lakshmi Automatic Loom Works, which we are inaugurating today has an order book which will cover the production for the next two years. In this, I must say, both Voltas Textile Machinery Division and Lakshmi have played a major role. LMW, LAL and other Companies in the Lakshmi Group and and Voltas Textile Machinery division spend some days together to determine what are the best methods to ensure better quality and greater customer satisfaction. Tatas and Volkarts came together in 1964. Our association with Swiss goes back to 1851 and in a couple of days we will have completed 127 years of Indo-Swiss activity in India. Volkart started on the same day in India and in Switzerland.

I am particularly happy that we were also instrumental in bringing about Rieter to enter into India and persuade them to associate with Lakshmi. I am glad this has been a fruitful association and I am sure the association with Ruti will also be equally good. I may also mention that Voltas association with George Fischer goes back to many many decades long before Ruti became a part of George Fischer. We have been representing George Fischer for the machine tool products for many years. We have represented Ruti Textile, part of George Fischer for a long time. Voltas have close association with Kirloskar Group, we have different and varied relations. Voltas are distributors for a number of Kirloskar products and Voltas are buyers of a number of Kirloskar products. In all these relationships, we have found it extremely cordial. Equally with Khataus. Tatas had a long association many many decades ago, Tatas were instrumental

for Khataus in bringing about the Associated Cement Company.

Before I conclude. I wish Lakshmi, very good prosperity and we hope that GODESS LAKSHMI will smile on this project and give her blessings to this Venture in not merely making rich but making it good.

Mr. Kirloskar, Mr. Khatau, Ladies and Gentlemen,

It is my pleasant privilege to associate myself with to-day's function in extending a hearty vote of thanks.

On behalf of the Chairman and Board of Directors of Lakshmi Automatic Loom Works Ltd., I have great pleasure in proposing a hearty vote of thanks to Mrs. Kirloskar for gracing today's function with her presence and Mr. Kirloskar, who had so kindly agreed to preside over the function inspite of his heavy engagements. We are thankful to Mrs. Khatau and Mr. Khatau for having accepted our invitation to inaugurate today's function. They have made the function a grand success. We wish to express our grateful appreciation to our collaborators Messrs Ruti Machinery Works Ltd., who have evinced such a keen interest over the progress of this project. We wish to put on record our grateful thanks to Messrs Ruti Machinery Works Ltd., for their untiring and everlasting assistance. We wish to thank Mr. Weber, representing the Swiss Ambassador in India who have flown from Delhi to be with us today. It will not be out of place if we express our deep appreciation for the streneous efforts putforth by Messrs Voltas Ltd., for booking orders even before the machines were introduced in the market. The financial institutions



Mr. D. JAYAVARTHANAVELU

have always come to our aid and assistance with the grant of required finance without which we could not have progressed so far ahead. We are grateful to them. We have received, as you have all heard, messages of good wishes from our President, Vice President, Governor of Tamil Nadu and several other well wishers. We wish to express our grateful thanks to them for their kind words. We thank Dr. Lang for having graced this function

by his presence and kind words of felicitations. Our thanks goes to Mr. Epprecht who has come from Switzerland to be with us and to felicitate us in person. I thank Mr. K. Sundaram and Mr. A. H. Tobaccowala for their kind and encouraging felicitations. I thank Mr. Peissard and Mr. Graf who have come from Switzerland to attend this function. I am thankful to all the directors of various sister concerns and industrialists who have honoured us by their presence today. I thank the officials from various Govt Departments for having responded to our invitation. My thanks will be incomplete if I do not make special mention to the tremendous help rendered by Mr. Devaiah of Voltas Ltd., which resulted in todays great success. I thank all the well wishers who have sent their messages and with their presence to make todays function a grand success. I also thank the Press and Television for their coverage and for their help. I thank our executives, staff, workers for their untiring efforts and co-operation to make todays function a grand success.

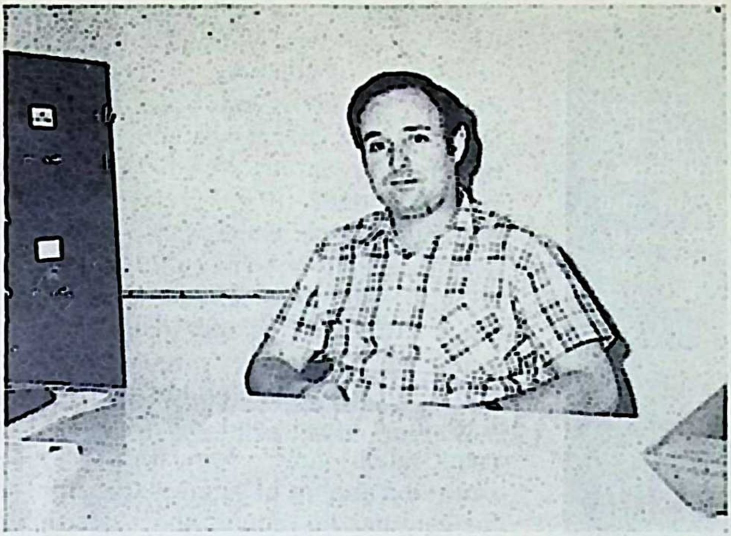
Thank you.



Mr. E. ZUBERBUHLER

Mr. E. Zuberbuhler, Senior Assembly Engineer of Ruti Machinery Works Ltd., our collaborators, came here on deputation on 7-11-1977 and left Hosur on 25-2-1978. He was deputed to train our company personnel in the Assembly of Weaving Machines.

A Diploma holder in Engineering and Textile Technology 43 years old Mr. Zuberbuhler has to his credit 24 years of service with M/s. Ruti Machinery Works Ltd., in manufacturing and assembling of various types of looms. Mr. Zuberbuhler had helped in assembling and erection of looms in various countries in Europe and Africa. With his vast practical knowledge and endearing attitude he had been of immence help to LAL.



Ruti Machinery Works Limited A Flash Back

Mr. Kurt Schawalder, Ruti Liaison Officer.

The introduction of Ruti looms started because of a number of shortcomings which Caspar Honegger faced in his own small Weaving Mill. Born in 1804 of humble and hard working parents he did not enjoy the benefits of an extensive education in the schools of that time. At the very young age of 17, he already took charge of the small spinning and weaving mill which his father opened in 1816 on the banks of the river Jona in Ruti tapping its water power. The daily working life was his teacher for wide learning but his inquistive and inventive nature coupled with an iron will were the threads to be woven into his extraordinary life story.

Zurcher Oberland, the highlands of the country of Zurich have traditionally been an area where natural fibres like wool, linen, silk or cotton were spun and woven on handlooms into fabrics for the local population. This textile home industry was mostly active during the winter season, when farming came to a standstill. At the begining of the 10th century the first power looms started producing in England and quickly became a powerful competition to comparitively slow handloom weaving. With Napolean's blockade the local textile industry suffered another blow.

However, before long power-looms from England began also to appear on the continent. Still the strong competition demanded all the skill and perseverence•on the part of textile entrepreneurs like Caspar Honegger to weather the harsh conditions. He soon found the imported looms lacking in many points. To overcome the drawbacks he searched for ideas to improve the

Extracts from LAL's visitors book

◈ I would like first of all to congratulate the Chief of construction and all his helpers for the fine job they did and the wonderful work accomplished in the shortest time possible. My congratulation goes also to the entreprenuers who had the idea of constructing their plant. Go on that way and many thanks for showing me.

Lakshmi Automatic Loom Works Limited doing the first steps in its existence. Good luck for the future.

Dr. Robert Lang,
Chairman of M/s. George Fischer Limited,
Switzerland.

◈ It was for me a great pleasure indeed to participate on behalf of the Ambassador of Switzerland H.E.Et. Sutes at the inauguration of the plant.

I am sure that this new milestone of Indian-Swiss collaboration will be fruitful and rewarding for both sides.

Thank you very much for your kind hospitality in Bangalore and for the hearty welcome.

I wish you all success.

Mr. B. R. Weber,
Secretary of the Embassy of Switzerland,
New Delhi.

imported looms. But he did not stop at having ideas. Besides his mill activities, he started a small mechanical workshop in Siebnen on the lake of Zurich, where he built his own first looms. They proved to be a great deal better and more reliable than the imported ones. Political problems prompted Caspar Honegger to move his machine shop in 1847 back to Ruti to the "Joweid," the meadow on the river Jona. Here he was able to harness the water of the Jona by putting up a dam and a canal and running his own water turbine. Steam and electrical power came much later. Typical of his far-sighted planning of future expansion of his ventures he secured the waterrights from Wald to Jona where the river of the same name flows into the lake of Zurich, a stretch about 14 Kms. Caspar Honegger did not cease to be a textile industrialist once his looms gained wide acceptance and found a good market. Combining an intimate knowledge of both textiles and machine building he continuously improved on the loom design, adopted it to different yarns and started for instance production of the first dobby in 1863. In 1864 he handed the reigns of several of his mills and Ruti Machinery Works to his sons. After a life full of work and progress he died at the age of 79 having founded not only flourishing industries, but such an unheard of institution like the health insurance for his employees way back in 1851. Truly an outstanding man.

In 1886 the house of Caspar Honegger was transferred into a private limited company, Ruti Machinery Works, succession of Casper Honegger. The company made rapid progress. After the turn of the century the first automatic

looms were successfully produced, shortly followed by drop box automatic looms. It would certainly take too long to mention all the innovations which were introduced over the years, because Ruti did not just confine hereself to Loom manufacture. In times of crisis like in the thirties such unrelated products like threshing machines came off the assembly. For a long time, warping and sizing machines formed part of the production programme too.

Not only the production programme grew. From a small single building in 1847 of only 500M² , the factory grew to 8177M² , not a small feat considering the narrow confines of the Jona valley.

Today Ruti Machinery Works are the head of the Textile Machinery Division of the +GF+ group of companies, comprising to tally four plants in Switzerland, Germany and Holland. The production is concentrated on Looms, Dobbies and Jacquard machines. Apart from the conventional shuttle looms, the last version of 'C' type weaving machine being a far cry from the original overpick loom four other different systems of weaving machines are produced. They are in line of introduction :

— the flexible rapier loom F 2000

— the waterjet loom for synthetics W 4000

— the airjet loom L 5000

— the weave shed loom R 6000

Each of these machines cater to a particular section in the market. The most flexible, however, and that despite of great efforts in R & D on the other systems of weft insertion, remains the C 1000 fly shuttle loom, which LAL has taken up for production.

◈ As one of the father's of LMW I must say that this sister company is coming up in a short time and in a big way. Buildings and lay-out are quite impressive. My congratulations. Now good luck for the production.

Mr. Max Epprecht,
Managing Director,
M/s. Rieter Ltd., Winterthur, Switzerland

◈ I wish more success for this young factory.

H. E. Mr. Nzau Makunnga,
Ambassador, Republic of Zaire,

◈ Wishing you greater prosperity.

H. E. Dr. Suchate Chuthasmit,
Ambassador of Thailand

◈ Really interesting young factory and very good.

H.E. Mr. Mohammed Aref Al-kayalee
Charge d' Affairs, Iraq

Extracts from LAL's visitors book

LMW's Board of Directors



Cav. G. K. Devarajulu, Chairman

A well known Industrialist of Tamil Nadu. Has rich experience as a Director of several big companies. He is widely known for his administrative ability and sound knowledge of Textile and other industries. He has promoted successfully big companies like South India Viscose Ltd., and Lakshmi Machine Works Ltd. He has been Managing Director of South India Viscose Ltd., since its inception and is Chairman of Lakshmi Group of Companies. He has been the President of the Cotton Mills Federation, South India Mill Owners' Association and the Member of the Executive Committee of F I C C I apart from leading various other bodies. He has been a member of number of delegations sent abroad by the Government of India.

Mr. D. Jayavarthanavelu

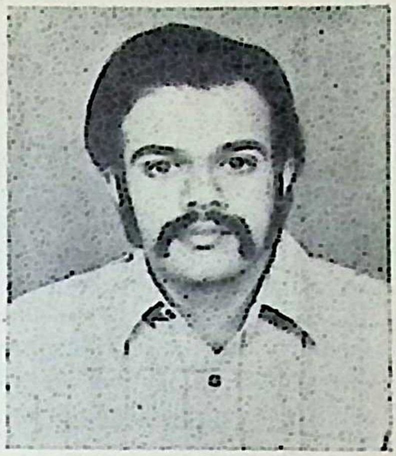
Managing Director

Born on 2nd July, 1940 studied engineering course at Coimbatore for two years and then had 3 years course for B. S. Textiles. at Philadelphia, U. S. A. Has been a partner of the Managing Agency firm of the Company viz., G. Kuppuswamy Naidu & Co., and has taken active interest of the day to-day affairs of the company. He has undergone intensive training at the Rieter Machine Works Ltd., Switzerland the Collaborators of LMW. He has studied the various aspects of production and Management of Textile Industry. Since his return from Switzerland in 1967 December, he has been well acquainted with the business of the company.



Mr. S. Pathy.

Joint Managing Director



He is a Graduate of Commerce. Had intensive experience in various fields of Management in South India Viscose Ltd., and their Collaborators M/s. Snia Viscose, in Italy. He has a first hand knowledge of Engineering Industry by virtue of his training in Lakshmi Machine Works Ltd., before his joining South India Viscose. Presently he is a Director in Lakshmi Machine Works Limited, Lakshmi Ring Travellers (Cbe) Limited, Lakshmi Card Clothing Manufacturing Co. (P) Ltd., and Sankar Solvent Oil Mills (P) Ltd.

Mr. A. H. Tobaccowala, Director



He has had a brilliant academic record. He holds degrees in Law and Masters Degrees in Law as well as Business Administration, the latter from U. S. A. He was very closely associated with the House of Tata since December, 1956 and was Executive Director of Telco and President of Tata Incorporated, New York, prior to his joining Voltas Limited as Managing Director in March, 1972. He is also presently Chairman of Tata-Merlin & Gerin Ltd., and a Director of Tata Industries Ltd., Merck Sharp & Dohme of India Limited, Lakshmi Machine Works Limited, Volsho Ltd., Roche Products Ltd., International Tractor Company of India Ltd., Metrovol Ltd. and Voltas International Ltd.,

Dr. Mohanlal Piramal, Director

He is a Doctorate of Bombay University. He is incharge of Piramal Group of Companies and actively associated with the Textile Industry for 25 years and carried out research in the Social condition and productivity of Textile Labour in Bombay for which he was awarded Doctorate from the Bombay University. He has been a member of Managing Committee of the Bombay Mill Owners Association and a Member of the Board of the Victoria Jubilee Technical Institute. He has been the Chairman, Board of Trustees, Smt. Mahadevi Piramal Charitable Trust which runs several Primary and Secondary Educational Institutions, Libraries, Hostels etc., He is a Director of Swan Mills Limited, Maheswari Mills Ltd., Radiant Investment Co. (P) Ltd. and The Commercial Ahmedabad Mills Company Ltd.



Mr. Vinay Bharat Ram, Director

Graduated with Honours in Economics from St. Stephen's College, Delhi University in 1956. Received his M. B. A. from the University of Michigan, Ann Arbor, U. S. A. in 1960. He has vast experience and has sound knowledge in Textile Industry. He was sponsored by the Indian Institute of Management, Ahmedabad and Ford Foundation to spend a term at Harward Business School. He has been a member of the Delegation of Young Indian Entreprenuers which went to Japan on an Invitation Programme -om Government of Japan Sponsored by F I C C I. He has also published various articles on Management Economic Theory and allied subjects. He is a Director in several Companies.



Mr. R. Doraiswamy, Director

He has held responsible position in Government. He was Textile Commissioner for some time and retired as Director General of Shipping Corporation of India. His Position as Textile Commissioner has endowed him with a thorough insight of the Textile Mills in India, their needs and problems. He is a Director Sayaji Mills Ltd., Bombay.

Mr. Harshavadan Mangaldas
Director



He studied in Bombay University and in Harward Business School. He is in the Textile Industry since 1949. He is a Director in The Aryodaya Spg. & Wvg. Co. Ltd., The Aryodaya Ginning & Mfg. Co. Ltd., Sizing Materials, Chemicals & Electronics (P) Ltd., Mangaldas Mehta & Co (P) Ltd., and Mangaldas & Brother (P) Ltd., He also holds Directorships in several other companies. He holds membership in the governing councils of several Management Institutes, Ahmedabad Mill Owners' Association and Ahmedabad Management Association. He has widely travelled and has rich experience in business management.

Mr. P. K. K. Nair, Director

He is the Manager, Industrial Development Bank of India, Madras who has been nominated by I D B I to act on our Board. He is a nominee Director of Industrial Development Bank of India in Panyam Cements and Mineral Industrial Industries Ltd , Kurnool, Madras Cements Ltd., and Kerala State Industrial Development Bank Corporation Ltd.

Mr. Carl Issenmann, Director

He is Senior Vice President of Ruti Machinery Works Ltd., Switzerland and in charge of the Marketing and Sales Department. He represents the Collaborator M/s. Ruti Machinery Works Ltd., on our Board.





Mr. A. S. Peissard, Director

He is Senior Vice President of Ruti Machinery Works Ltd., Switzerland and represents the Collaborators on our Board.



Sri D. Sarath Chandran

Alternate Director to Mr. A. S. Peissard

Born on 12th May, 1946, in Kovilpatti. He got his B. Sc. Tech (Hons) degree from the University of Manchester U.K. and M.B.A. from University of Wisconsin U.S.A. He was the Technical Manager for the Premier Group from 1 - 1 - 72 to 31-3-1975. Presently he is the Managing Director of Premier Cotton Spg. Mills Ltd. and is a Director in the following companies: The Premier Mills (CBE) Ltd., Pulankinar, Super Spinning Mills Ltd., Hindupur, Coimbatore Cotton Mills Ltd, The Lakshmi Mills Co. Ltd. Lakshmi Card Clothing Mfg. Co. (P) Ltd.



Sri T. Pooran

Alternate Director for Mr. C. Issenmann

He is a prominent Solicitor and sole proprietor of M/s. T. Pooran & Co., Bombay. He is a Director in the following companies, Formica India Ltd., Bombay, Sepulchre Bros. (India) Ltd., Bombay, Simmonds Marshall Ltd., Bombay, Ajay Cottons Ltd., Bombay.

Inauguration of

Lakshmi-Ruti High Speed Automatic Weaving Machine CA1N-T 180 Cms

The first loom manufactured at LAL, Hosur was commissioned by our Chairman Cav. G. K. Devarajulu on 23-11-1977 at The Lakshmi Mills Co. Ltd., Coimbatore. Mr. G. K. Sundaram, Managing Director, Mr. Zuber Buhler representing M/s Ruti Machine Works, Switzerland and distinguished guests from M/s. Voltas Limited were present on the occasion.

Ever since the LAKSHMI-RUTI 'C' type loom was commissioned there was a stream of visitors from all over India, to Lakshmi Mills to watch the performance of the new Loom. Participants of The All India Textile Conference conducted by Coimbatore Association evinced great interest in our new loom, which was kept on exhibition in the Mills running at 90-95% efficiency.

All expressed their unanimous opinion that the production and quality obtained on this loom was much superior than that obtained on any other looms.

(Pictures in 2nd and 3rd covers)

Hosur



P. S. Krishnamurthy
Personal Manager, LALW

Hosur which means a "New Town" in Kannada Language is a Taluk Head Quarters in Tamil Nadu situated near the border between Tamil Nadu and Karnataka in National Highway 7, and is about 40 kilometres from Bangalore.

Lakshmi Group of Industries have established 3 Industrial establishments at Hosur.

Lakshmi Automatic Loom Works Limited is located at Mookandapalli village which lies almost in the border between Tamil Nadu and Karnataka.

Lakshmi Card Clothing Manufacturing Company Limited is located at Chennathur village and Lakshmi Ring Travellers at Perandapalli village.

Of the 3 units the former alone comes within the SIPCOT Industrial Complex.

Situated in the height of 2950 feet above mean sea leavel Hosur enjoys salubrious climate with the temparature ranging from 16.9°C to 32.8°C. Average rainfall is about 850 m per annum. Both South West monsoon and North East monsoon are active between June and October.

Hosur is well connected by road with villages and towns and other district centres like Salem, Dharmapuri and Vellore.

The metergauge railway between Salem and Bangalore passes through Hosur. There are many mofussil bus routes. Town bus facility is also available.

The area of the Taluk is 364.21 sq. miles (961.72 sq. metres) with a reserve area of 7.43 sq. miles.

The population of Hosur Taluk is 1,63.807.

The main occupation of the people of Hosur is agriculture and these operations depend only on rains. The dry crops ragi, cambu, samai, redgram castor, mustard, gingili, groundnut, maize and horsegram are grown with the aid of rain water.

The agricultural year is divided into 3 seasons namely the dry season from January to middle of April, early rainy season (South West monsoon) April to September and the late rainy season (North East monsoon) October to December.

Besides agriculture the people are engaged in rearing cattle. Further, since the climatic conditions prevailing at Hosur suits Mulberry cultivation. Sericulture forms an important occupation. Besides these vegetables like potatoes, cabbage, beans and carrots are also grown.

Hosur is a trilingual area. People of this Taluk speak Telugu, Kannada and Tamil.

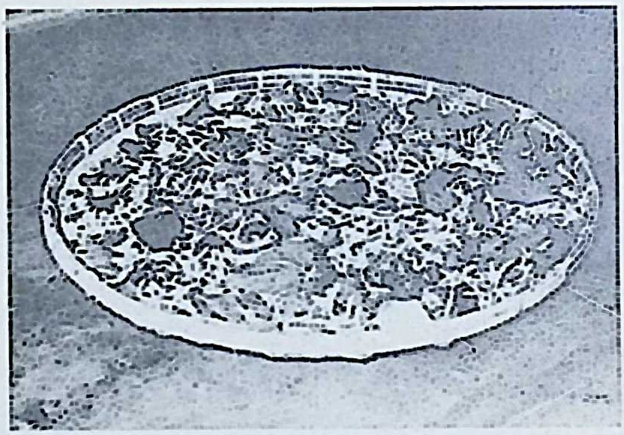
Silk
"The Queen of Textiles"

Silk is the wonder fibre of nature. It is a very durable and the loveliest of fabrics. It is as old as civilisation itself - over 4,500 years - but even today the silk garments fashioned centuries ago, are as good as new.

Silk is the soft fine thread produced by the silkworm. There are many insects naturally endowed with ability to spin yarn, but not sufficient enough to be put to profitable use. Silkworms and honey-bees are the only two insects which provide the basic raw material for their respective industries and thereby serve humanity.

Sericulture is a labour oriented Agro Industry with immense scope for improving the rural economy in this backward District. It involves various operations like Mulberry, rearing of silkworms, reeling of silk from cocoons etc. Unlike in the case of traditional crops where the cultivation operation will be completed within a couple of days, continuous employment with assured income is guaranteed in Sericulture industry. At present about 3,000 acres are under Mulberry cultivation in Dharmapuri District out of which 1,200 acres in Hosur Taluk itself.

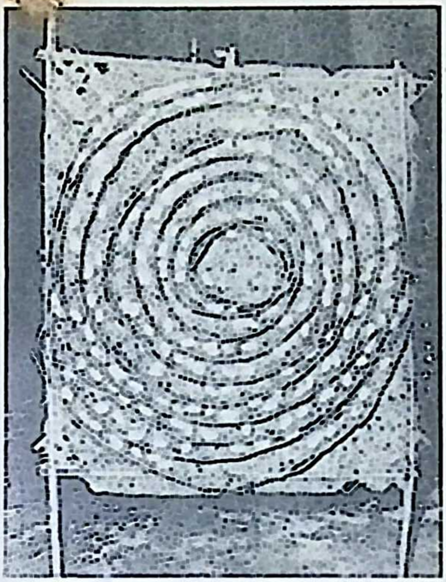
In Hosur area sericulture was introduced in 1925. It was thought that cultivation of Mulberry and Rearing of Silkworm could be done in cooler regions only, but with the advent of new strains of Mulberry and silkworm sericulture is rapidly spreading to all parts of the State. The experience of some of the enterprising farmers has revealed that on an average a net profit of Rs. 5,000/- to Rs. 8,000/- can be earned by Mulberry cultivation in one acre of land and using the same as feed material for silkworms.



Silkworms feeding on Mulberry leaves

The Sericulture Section of the

Industries Department is rendering all technical assistance to the Sericulturists besides supply of quality silkworm eggs in time.



Cocoons

Schools

There are six Boys High Schools and one Girls High School in Hosur Taluk. English medium has been introduced in the Government Boys High School initially in VI standard from 1976. This is the school in which revered Chakkaravarthi Rajagopalachariar studied. In addition there are eighteen higher elementary schools and seventy-nine primary elementary schools at Hosur.

There is also one Industrial Training Institute at Hosur.

Temples

Lord Chandrachoodeswara is the Presiding Deity in the hill temple at Hosur. A Car festival celebrated in this temple every year on the full moon day of Panguni atttracts large gathering from far and near. Besides this temple there are other temples like Chennakesava Perumal Temple located in a hillock and many Anjaneyar temples.

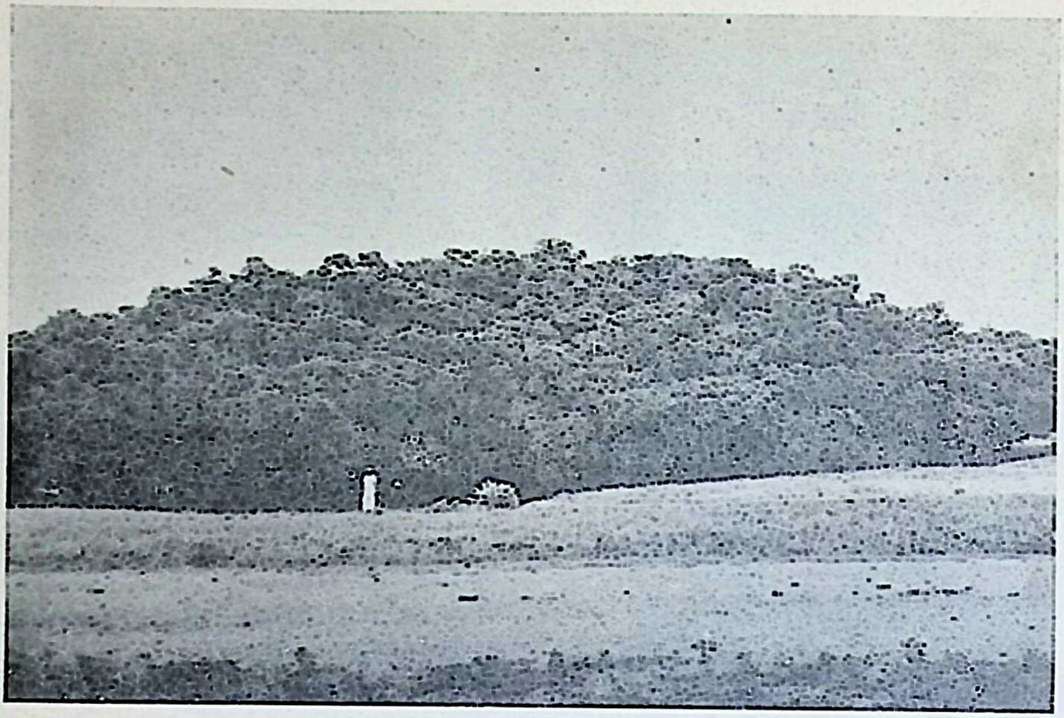
District Livestock Farm, Hosur.

This farm was started as a Ramound Depot by the British Government in 1828 for rearing of horses. Subsequently the Madras Agricultural Department tookover the farm in 1924 to upgrade livestock. In the year 1937 the Animal Husbandry Department, Madras took over this farm to maintain the purity of the breeds and conduct research on this line.

This farm covering an area of 1946 acres now concentrates on raising of pure breeds like Sindhi, Jersey, Fresian and Reddane in cattle, Mandya, Mecheri, Crossbreed and Corridale in sheep, white leghorn, Rhode Island Red, WIML Australop, Black Minorca in Poultry and White Yorkshire in Pigs.



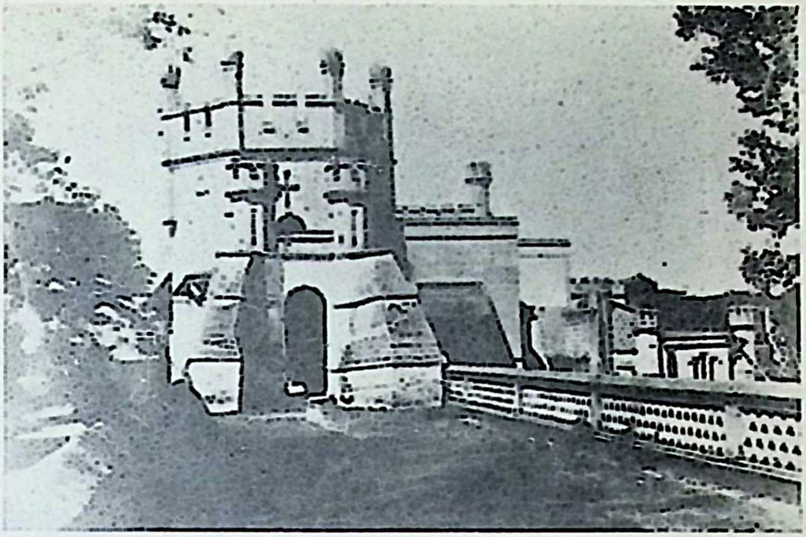
Reeling of silk thread



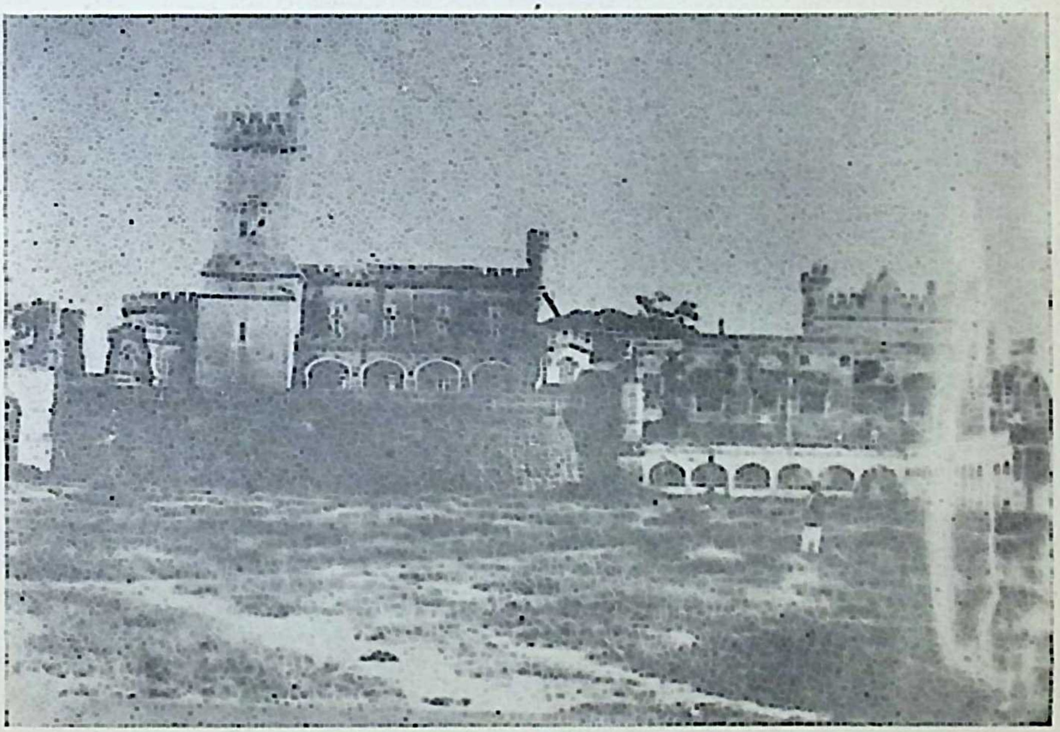
A view of the sprawling Banyan Tree near Hosur, is more than 100 years of age.

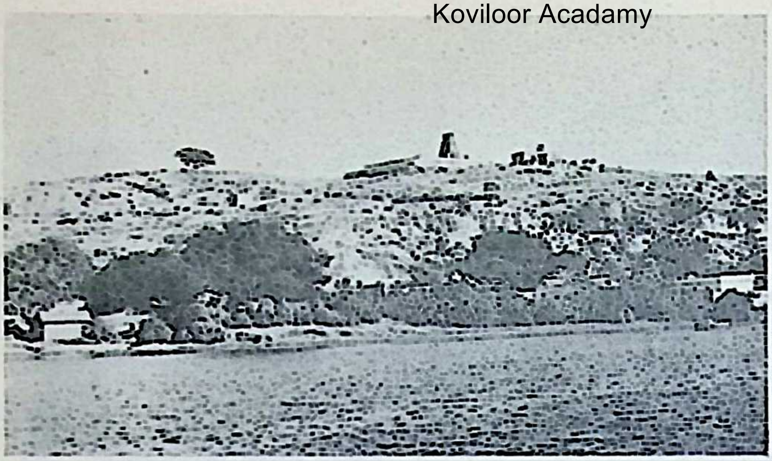


Another huge tree near Hosur noted for its age and size

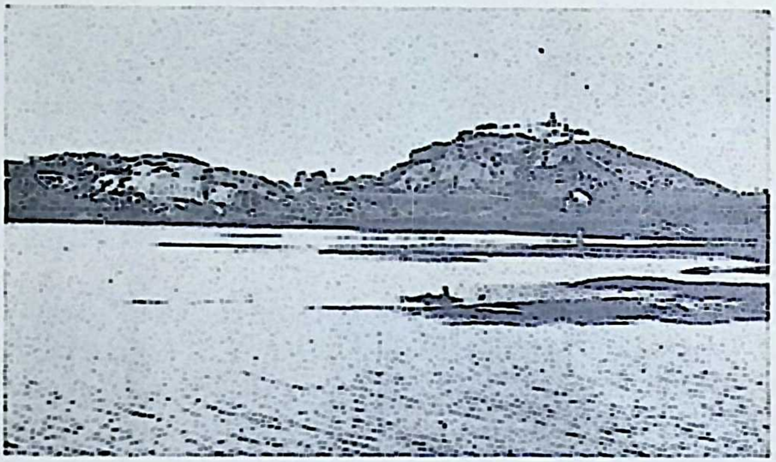


Two views of the old Kennelworth Castle near Hosur

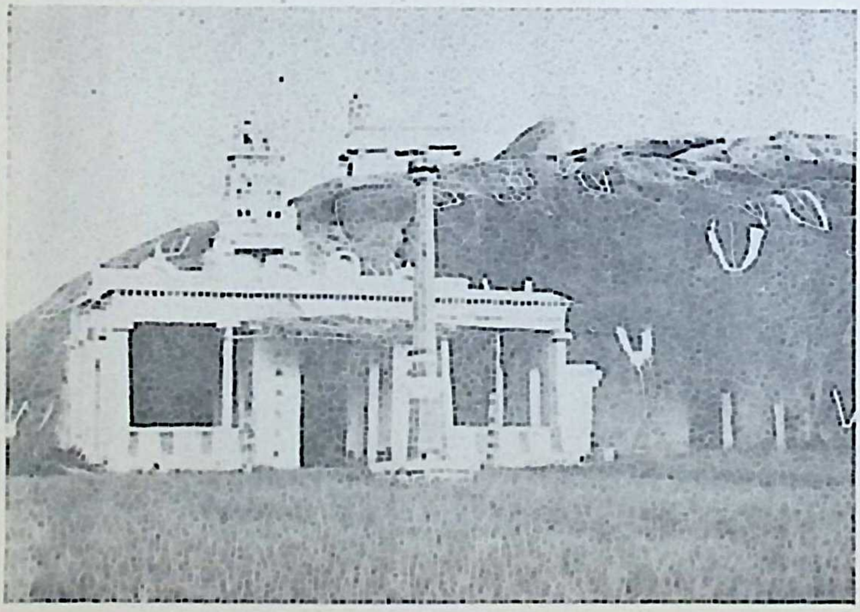




The Presiding Deity Lord Chandrachoodeswara Temple



Chenna Kesava Perumal Temple



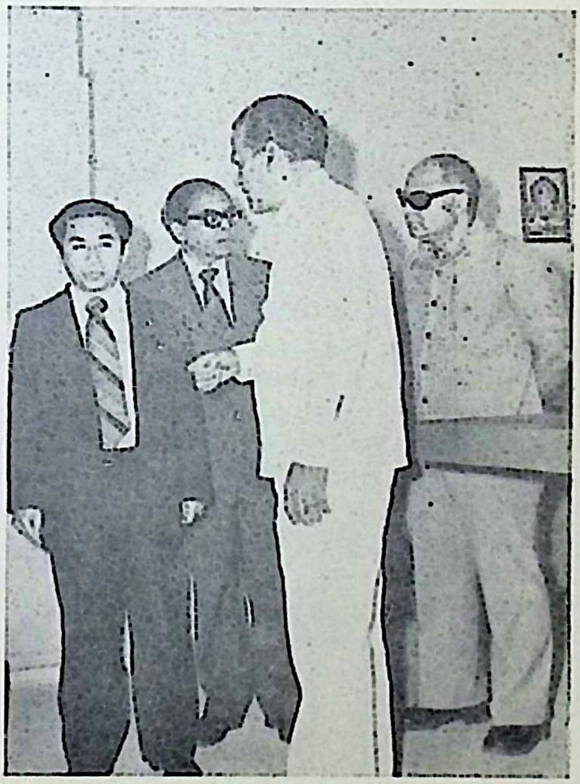
Banda Anjaneya Temple



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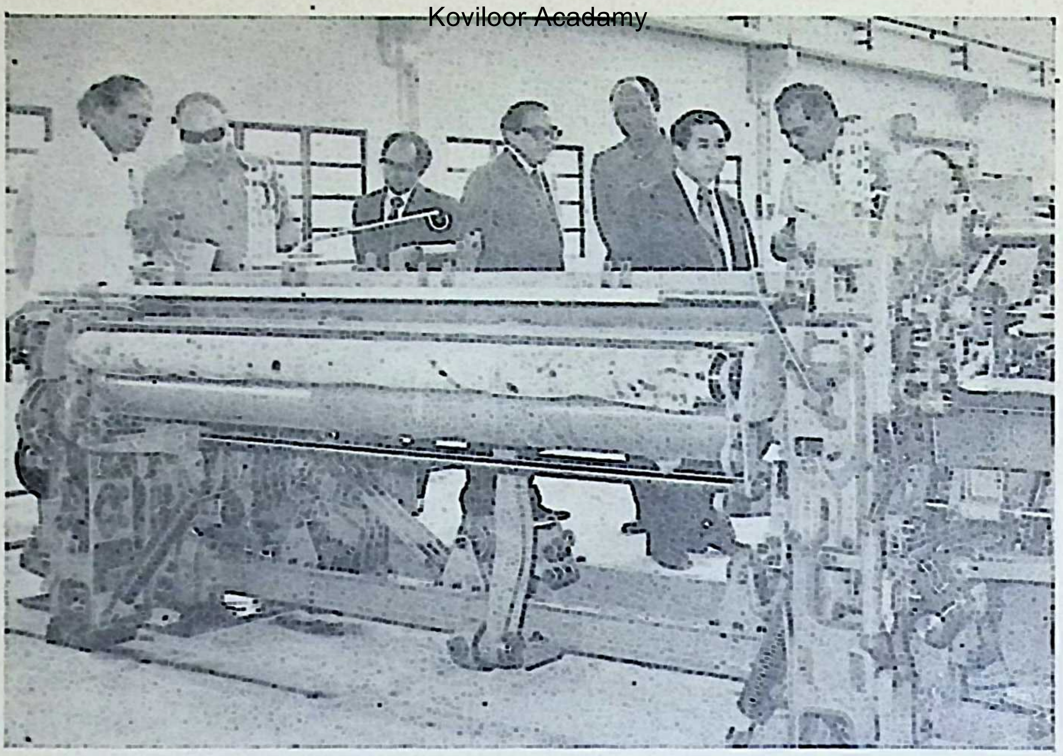
VIP's Visit LAL

H. E. Mr. Muhammad Aref Al-Kayalee, Charge d' Affairs, Iraq, H. E. Dr. Suchati Chuthasmit, Ambassador, Thailand and H. E. Mr. Nzau Makunga, Ambassador, Republic of Zaire along with representatives of Karnataka State Chamber of Commerce visited L A L W on 24-2-'78, Mr. H. G. Rao, General Manager and Mr. R. Apparaj, Chief Engineer took them around the factory.



▷

LAL's G. M. Mr. H. G. Rao, (in white dress) explaining some details to the visiting VIP's.



VIP's showing interest in Lakshmi Ruti Automatic Loom Produced at LAL

With profound regret, we inform the demise of Mr. Y. N. Sreekantaiya, Ex. Foundry Manager LMW.



Mr. Y. N. SREEKANTAIYA
8-7-1932 — 3-10-1977

Mr. Sreekantaiya brought with him a wide experience when he joined LMW on 1—12—1964. After his training with our Collaborator's Works, M/s. Rieter Machine Works Ltd., Switzerland, he took charge of the foundry, as Foundry Manager on 1—7—1968. He relinquished his office on 1—3—1974 to serve the cause of Foundry Industry in this region as a Foundry Consultant.

A man of enormous drive and dynamism, he was instrumental in setting up a number of modern foundries and modernising the foundry indusrties around. His accidental death was a shock to one and all.

We offer our heart-felt condolances to his bereaved family.

The Life of A Textile Pioneer

By NILKAN PERUMAL

Chapter II

FACING THE WORLD

At eighteen, Kuppuswamy dreamt of days when he would engage himself in active business and prosper. True, there were the family farm lands, but his idea was to earn something all by himself by following some lucrative calling in life. A soothe-sayer told him early that he won't have much of paternal property to help him in life and that the family house in Pappanaicken-palayam, would be the only thing for him! One day, he approached his maternal uncle Venkataswamy Naidu in Uppilipalayam and asked for financial assistance. He was then given Rupees 3,000, but that amount, he promptly invested in the Shatrya Abhimana Nidhi (Bank) at Vayyampalayam. Three years later, that amount was withdrawn for the purchase of land at Kuniamuthur - just ten acres for Rs. 5,000.

In 1905, Kuppuswamy Naidu commenced a kind of tobacco trade. For a few months, he was in it, but socn found out that it was not a lucrative thing to do! Then, he changed his plan and hit on the idea of trading in cotton. There were one or two mills in Coimbatore working, and to supply them with cotton, was his main idea. He went on doing it. He regularly attended rural Shanties (markets) and visited villages to buy kappas. He was also interested in buying cotton seeds and selling them to those who had herds of cattle. In these pursuits, he fared a little better than the tobacco trade, he had earlier. He looked around the villages and found that in many houses charka ginning was going galore. It was, then, that he hit upon the idea of setting up a gin to extract refined lint to aid the charka spinners as well as those who ran spinning mills. He set up a ginning factory at Naranapuram and used a pair of oxen to pull the rollers in the gins. Sir Robert Stanes, a remarkable businessman of those days in Coimbatore had a look at young Kuppuswamy's new venture, but advised him

that it would not be of much help to run the factory with oxen power! Indeed, it did not work well. Soon, a small oil engine was got. That way, Sir. Robert and Kuppuswamy were the two pioneers to do ginning in Coimbatore with oil engines in the 1900s. The ginning factory gave Kuppuswamy sufficient encouragement at that time, since there was some profit to be seen in its working.

The ginner went on ginning! Now, in 1905, Kuppuswamy was twenty-two indeed a very important age in the life of any person. At twenty-one, one "comes of age", they say in Great Britain. So, it was with Kuppuswamy in Coimbatore! Father Govindaswamy Naidu now wanted to see him married, and a match was arranged from a prominent family in a nearby village known as Vayyampalayam. The bride was Lakshmi Ammal, aged sixteen. daughter of Periya Veedu Ramaswamy Naidu. It was a three-day marriage all right, and was celebrated on a grand scale. After the ceremonies, connected with this wedding, Kuppuswamy and wife returned to their paternal home in Pappanaickenpalayam. Of this marriage Kuppuswamy, as years passed by, became the proud father of five children Ranganayaki, Devarajulu, Sundaram Govindaswamy and Rajagopal about whom we shall know in detail in the following pages. A year after the marriage, his grandfather Rangaswamy Naidu breathed his last.

In the year 1908, a remarkable change occured in the life of Kuppuswamy. Ever ambitious he was not content in business with the small ginning factory he had. He wanted to enlarge its scope, but then, the needed capital was unavailable. As he sat vegetating about the problem of finding it, a God-sent gift came to him. His maternal uncle, Venkataswamy Naidu handed over to him Rs. 80,000 for Kuppuswamy's share in the maternal family property, which was partitioned at that time! This amount was a great encouragement to Kuppuswamy and with it, he started what was then known as the Lakshmi Mills Company Limited. That was forty-three years ago. In this new venture, he had a few partners and the company was registered with a capital of one lakh of rupees, of which Rs. 59,000 was paid up at the commencement of the business. His associates in this venture were Mr. P. R. Narayanaswami Naidu, Mr. S. N. Nain Naidu, Mr. P. R. Rangaswamy Naidu, Mr. P. Krishnaswamy Naidu, and a few others.

He soon discarded the idea of bulls pulling the rollers in the gins and he got powerful oil engines to do the job. He had the idea even then of making the Lakshmi Mills Company Limited to eventually become a spinning and weaving mill. He had a foundry attached to this ginning factory. All moulding of parts was done here. It is said today that almost all the moulding workshop foremen in Coimbatore these days, had at one time worked under Kuppuswamy in the Lakshmi Mills Company Limited. One day, while they were casting a certain moulding machinery sparks of fire scattered out terribly. Father Govindaswamy Naidu, Kuppuswamy and a few workmen were at the job. The sparks were so numerous and menacing that all the workmen ran away, while the stout-hearted father and son alone kept on to the casting till the very end, though their bodies

were virtually sprayed and somewhat even burnt by the red hot sparks. Such was their tenacity of purpose and grip at the job, until it was thoroughly done.

While the ginning factory was at work as one entity, Kuppuswamy and some friends had formed a separate company to do business in kappas (raw cotton). In those days whether he made money or lost it, his one purpose seemed to be to hitch his wagon to some useful star and go forward towards it, whatever be the outcome! In other words, he wanted to be working hard all the time and it was not the result that he always minded in the true Karma Yogin spirit. So long as he worked on, he felt happy, but then, he saw the fruits of his labour too coming up in a small way, as day succeeded day.

While the two ginning factories went on working, one at Naranapuram and the other at Pappanaickenpalayam, also the business he separately established to deal with raw cotton, Kuppuswamy had other ideas too. He established yet another line of business to pound rice. He dealt in groundnuts and groundnut oil which he was sending to north Indian towns. Being a livewire, his working hours were from morning five to midnight. He went about the town first on a push-bicycle, but later, began using a bullock-cart, and later still, a pony cab. Classmate Pallikonda Ayyah had now joined him in business, once the ginning factory was set up in 1905. He had to play the role of an Accountant. Kuppuswamy himself was the Secretary of the Lakshmi Mills Co. Ltd., the Secretary being chosen by the Directors of the company which was located on five acres of space in the very site where the Lakshmi Mills stand today. The business in this ginning factory continued to be prosperous as time went on. A twentyfive horse power oil engine was installed here in 1913 and the very next year, they had one of a hundred horse power. The gins were also increased to twenty in number.

Now, in July 1914, the first World War had broken out. As we have already noticed, Kuppuswamy was dealing in raw cotton and had also taken to speculative business in it. Now, on the outbreak of the war, he had about one lakh of rupees worth stock of cotton. But he was frightened to see the prices going down, day to day. The dwindling prices however did not very much dishearten the youthful merchant. He thought that he would now work the ginning factories increasingly and try to recoup the lossess he would otherwise face in the cotton business.

Kuppuswamy did forward business in cotton with reputed companies then functioning in Coimbatore like the Rallis, Volkarts and the Patels, also the Japan Trading Company. When prices went up in September 1614, he fulfilled his contracts exactly at the low prices, he had accepted. That way, he kept up his word. Was not this brave youth of thirty, well nourished like John D. Rockfeller (Sr) on the moral lesson that the "most important thing for a young man is to establish a credit, a reputation, character ?" Well, for the sake of money, he was not the type that would mortgage his personal honour and pronounced world. Other cotton merchants refused to supply at the old rates and fulfil their obligations to the companies, since the September prices soared at so

very high ! Still, a few other merchants were dishonest in selling their cotton, mixed up with a quality of soil (thus adulterated): Kuppuswamy, on his his part, was too honest and straightforward, with the result that the ontstanding firms like Rallis and Volkarts gave him increasing contracts. His was a word that could be relied upon to eternity. In 1917, he had taken advance payments, on suspense account from one or two cotton buyers' companies in Coimbatore. Their principals then arrived and the monies had to be returned. Indeed, in two hours time, he was able to raise as much as Rs. 90,000 to pay back the amounts. That showed his sound credit position.

Besides, his business dealings carried the hall-mark of decency in all that he did. That way, we saw him making some good profits in the cotton market between the years 1915 and 1918. Especially, in the year 1918, between the months of May and April, he was said to have made admirable profits.

Kuppuswamy was also then engaged in a few other fields of business. He had established a rice depot in Coimbatore in 1912. This was a profitable venture. Peasants sent their rice stocks to him for sale and paid him a two percent commission on the sale. It might be remembered here that rice was then selling at four padis (measures) per rupee, indeed so cheap that we could hardly imagine today of a time we would ever see such a low price in the future !

Though at the conclusion of the war in November 1918, Kuppuswamy Naidu's business ventures were profitable all round, he had invested heavily on cotton stocks. That left him with not much loose cash in hand. Now, in the very month of the Armistice, a terrible trade depression set in the world over, like a bolt from the blue! Kuppuswamy Naidu was not prepared to face it, somehow. In the months of June July, August and September in the same year, he had bought up cotton stocks heavily at his own risk. He sent up some of them to Bombay, but the sales even there, were unsatisfactory. He had also taken advance payments from dealers in Bombay. On November 11, the market was completely down so to so! Kuppuswamy Naidu's trade position was now rather shaky on account of this unforeseen turn in market conditions. He had bought up cotton stocks in Coimbatore on loans too, besides those for which he paid spot cash from his own pocket. Now that the market was down, his creditors began to press for speedy payment, He had to pay the bankers and cotton dealers heavily in Coimbatore as well as in Bombay; he had to make good the margin from those he had entrusted stocks. In fact, he wanted a few lakhs to face the situation squarely. He tried to collect cash from all the sources that were possible; even then, he could not collect enough. In such circumstances, he took a desperate move. He entrained for Bombay all of a sudden on the very next day to Deepavali to see whether he could dispose of his Bombay stocks at whatever price he could, and raise the necessary cash to pay off his creditors. With him went a cook named Venkataswami, also a young clerk from Ralli Brothers, Sanjivi Pillai. This thirty year old Tirunelvely Christian

was to be Kuppuswamy Naidu's English-Tamil, Hindustani-Tamil interpreter in Bombay.

Kuppuswamy Naidu had business connections with P. D. Asher and Company in Bombay. They were authorised to arrange the sale of his cotton stocks in that city. To his luck and satisfaction, prices now seemed to go up again for a while, but not satisfactorily. His associate Pallikonda Ayyah also, then, arrived in Bombay in December 1918. This man was, in fact, the closest friend Kuppuswamy Naidu had throughout his life time. Their mutual love, deeds, esteem, thoughts and the manner of association, all could be chronicled in a large volume. The story of their friendship is rich material for any discerning author and we shall see in this work Pallikonda Ayyah peeping in, while various incidents connected with Kuppuswamy Naidu are told. Pallikonda Ayyah is now nearing his sixty-eighth year; a man still hale and hearty in health, has a good memory, has pleasant ways with people. Of him Kuppuswamy Naidu once said: "He was close to me when I suffered in life, he kept himself rather not so close, on my succeeding in life! Truly, a genuine friend!"

Kuppuswamy Naidu stayed in Bombay in a three-floored building on the Phydhonie Street. They had a single room on the third floor, adjacent to Asher's office. They displayed a sign board outside with the letters "G. Kuppuswamy Naidu and Co." The cook prepared rice and curry, and when Pallikonda Ayyah went up to Bombay, he began to cook for himself, being an orthodox Sri Vaishnava. Once he chose to cook, he cooked for the other two also. (They stayed on in Bombay for four months and returned to Coimbatore.) Though they were selling the cotton bales at somewhat fair prices, they still had not much of a loose cash to freely spend, just as they liked. After a few months stay, they returned home. Kuppuswamy Naidu travelled between Bombay and Coimbatore twice or thrice during this crisis period.

Though some of the cotton stocks of Kuppuswamy Naidu were sold in Bombay, there yet remained more for sale. Therefore, a second trip to Bombay seemed imperative for him. It was undertaken early in 1919. He and Pallikonda Ayyah went via Bangalore and Poona, travelling Inter Class in the train. They stayed in Bangalore for a day, en route. In Bombay, they continued to live in the same old room they occupied during their first visit. They daily visited Billimoria and Company, their brokers. Most of their time was spent in planning their business moves in that one-roomed dwelling place, for which they paid a monthly rent of Rs. 40. On an average, the trio spent about Rs. 30 each a month towards their living costs. Often they ran short of funds in hand and were worried. As such, they did not even have any entertaiment in that city of diverse interests for the pleasure-seeker. Only once did they go to see a movie show entitled 'Krishna Jananam' when persisted upon by Chatrubhai Sait, a Gujarati friend in that city.

Now, they had the company of another Coimbatore citizen in Bombay, in Mr. G. D. Naidu, presently a very well-known Auto - Transport Businessman. He too was doing cotton busi-

ness. He too was facing many troubles, then. Seeing Pallikonda Ayyah cook for them, G. D. Naidu cut a humorous remark, one day:

"You are Assistant Secretary of the Rama Vilas Bank in Coimbatore, but here, you are a mere a cook, eh?"

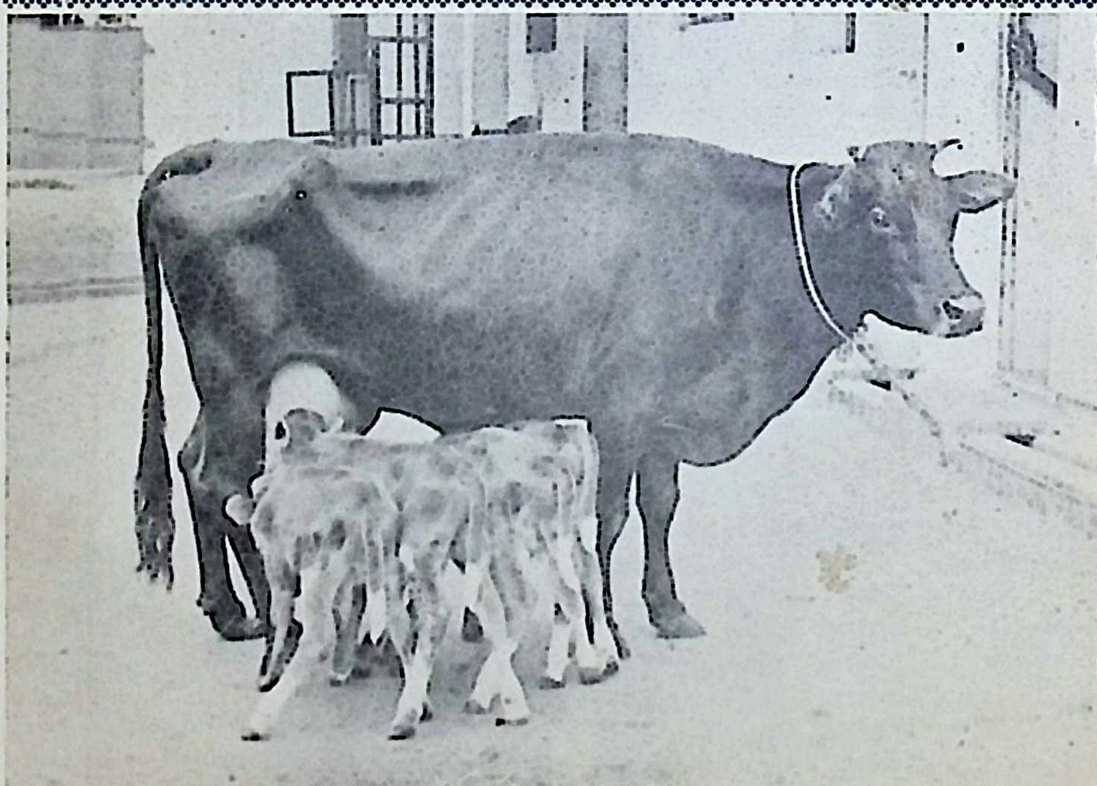
Pallikonda Ayyah said that he cooked out of love for them, not to make a living for himself!

Pallikonda Ayyah and Kuppuswamy Naidu had often arguments relating to the pros and cons of the cotton business. Pallikonda Ayyah said that this speculative business should be left out, sooner or later. He said one day:

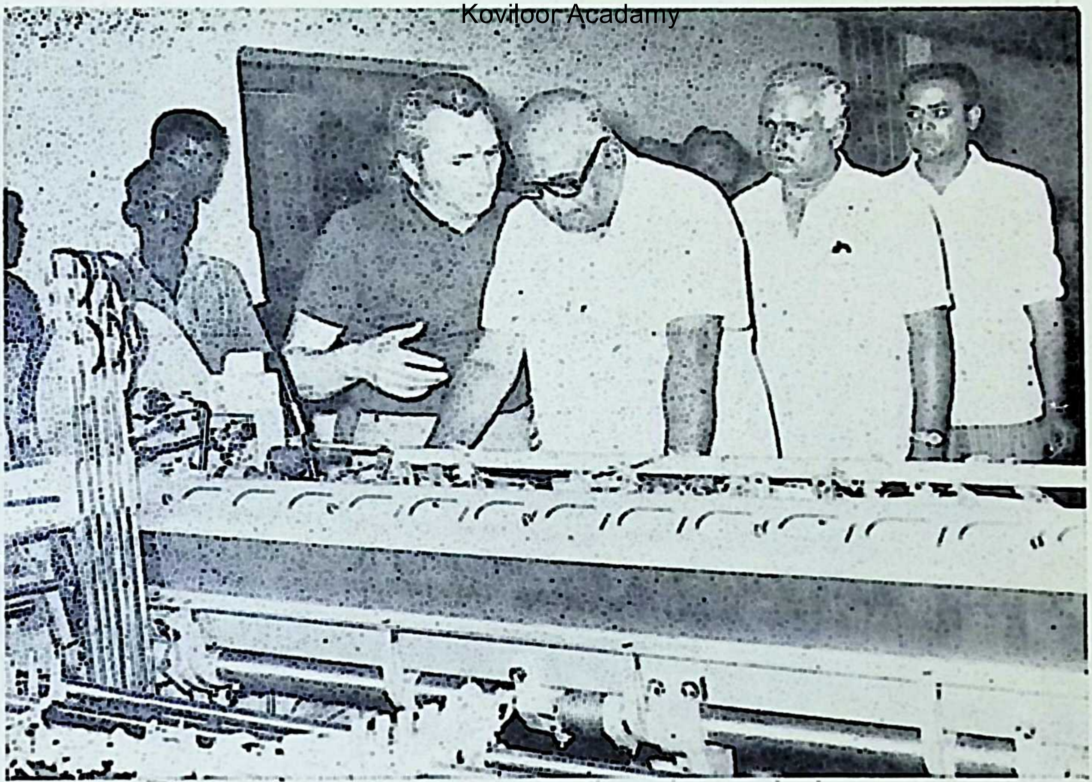
"I don't know this business at all, but I learnt it as a result of my association with you! While you have enough stock in hand, why buy fresh?"

Kuppuswamy Naidu would sit for days together displaying extraordinary patience all the time, his eyes fixed on the chart to see whether the prices were rising. Hope sprang eternal in his bosom. He believed in the maxim of an European poet, Phelps that "hope can build a pyramid on a point".

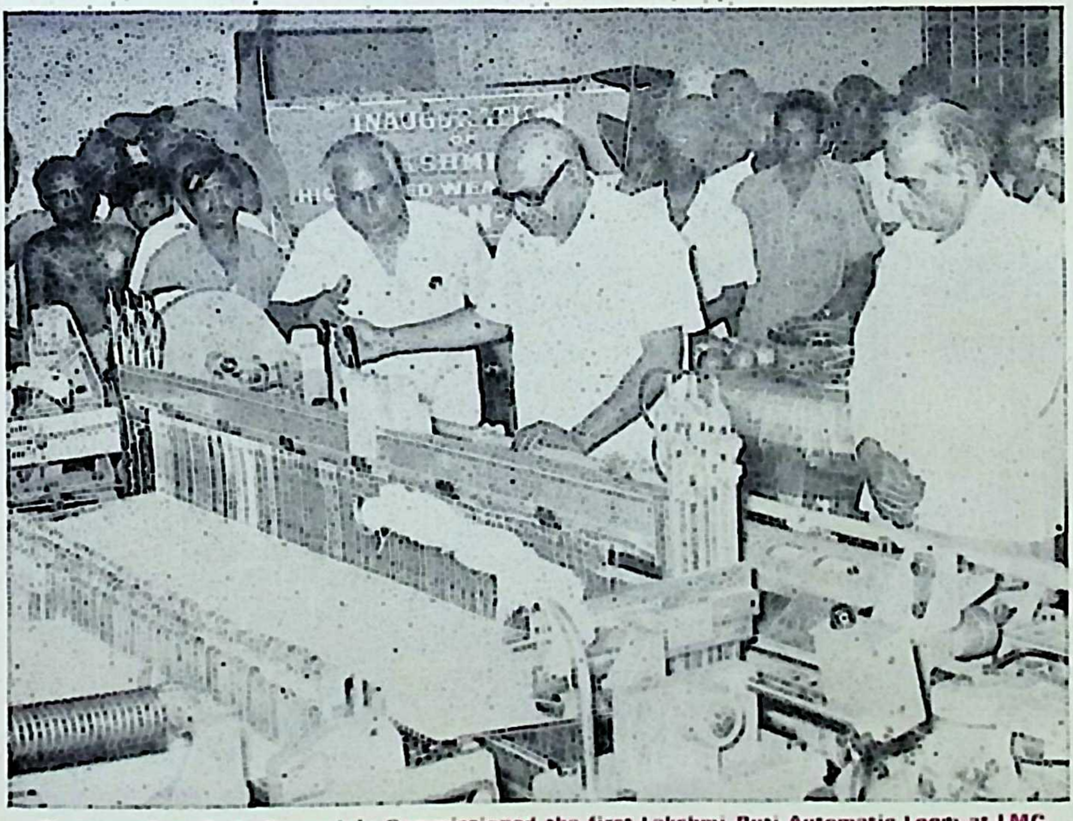
— *To be continued.*



A Jersey cow, owned by Mr. S. Pathy, gave birth to 4 calves at a time in Coimbatore. All the four calves are alive and healthy. This is considered to be an All India Record.



Mr. E. Zuberbuhler, Senior Assembly Engineer of Ruti Machinery Works Ltd., collaborators of LAL is seen explaining a point to the observant Chairman



Chairman Cav. G. K. Devarajulu Commissioned the first Lakshmi Ruti Automatic Loom at LMC, Coimbatore. Sri G. K. Sundaram is seen in the left, and Sri N. Doraiswamy, Weaving Master, LMC. (right) is seen assisting the Chairman

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